

Meeting Date: Wednesday, June 5, 2024
Time: DNBA Membership Meeting (DNBA/BID Members Only)
Board of Directors Meeting (immediately following – Closed Meeting)
Location: Trek Winery, 1026 Machin Ave, Novato

DNBA/BID Membership Meeting
(Open to DNBA/BID Members Only)

7:05pm Call to Order & Introduce Guests: *Steve Jordan, Vice-President*

Steve Jordan, Creekside Bakery; Rob Sundberg, Avenue Salon; Tief Gibbs, Vintage Vehicles; Shannon Wood-Gallegos, B12Love; Meghan Evans, Buttercup Home; Jeannie Jarnot, Beauty Heroes; Andy Podshadley, Trek; Michael Crespo, CrossFit Novato; Jarod Schmidt, North Bay Stone Works; Sullina Smith, City of Novato; Stephanie Koehler, DNBA

The meeting started out with going around the room and asking everyone to share something good happening in their business.

Visitor + Member Comments

None.

AB 2011 Development Project Update – *Stephanie Koehler*

- Everyone was asked to attend and speak at the City Council Meeting on June 11 at 6pm
- We have secured a meeting at the end of June with Senator McGuire and Alexis Gevorgian of AMG. The Senator's office reached out right after we started sending our letters. Thanks to everyone who wrote in.
- Discussed talking points for the Council meeting and the meeting with McGuire and Gevorgian.

General Update – *Stephanie Koehler*

- First Fridays will continue through the season so we can accurately see if it is working. At the end of the season the City will discuss with us thoughts for next year.
- 2024 Event Sponsorship Update: We have secured the same amount of sponsorship for June RTB; need help soliciting sponsors for Nostalgia Days.
- Rock the Block Volunteer Sign Up
- The City has confirmed their sponsorships for our events will not be cut in the next budget.

City of Novato Update – *Sullina Smith*

City confirmed both our event sponsorships and matching funds are secure in the upcoming budget.

Treasurer's Report – *Andy Podshadley, Treasurer*

2024 DNBA Membership Meeting Schedule:

Membership Meetings are open to DNBA members only and are held the first Wednesday of each month at 7pm. A postcard with the location will be mailed to your business address the week prior to the meeting. The agenda is posted on DowntownNovato.com at least 3 days prior to the meeting. Remaining meetings in 2024: **July 10** (note date change due to holiday), Aug. 7, Sept. 4, Oct. 2, Nov. 6, Dec. 4

BID Advisory Board Meetings are open to the public and are held the 3rd Tuesday of February, May, August and October at 7pm. A postcard with the location will be mailed to your business address the week prior to the meeting. The agenda is posted on DowntownNovato.com at least 7 days prior to the meeting. Remaining meetings in 2024: **Aug. 20**, Oct. 15.

7:44pm Close DNBA General Membership Meeting

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Regular Board of Directors Meeting June 5, 2024
(closed meeting)

7:46pm Call to Order: *Steve Jordan, Vice- President*

Roll Call: Tief Gibbs, Jeannie Jarrot, Meghan Evans, Buttercup Home; Steve Jordan, Andy Podshadley, Rob Sundberg, Shannon Wood-Gallegos (Stephanie Koehler, Executive Director)

White Light Project

Stephanie gave an update on the white lights along Grant Avenue. The installation of the new lights will begin in early July with phase one being from Scott to Redwood Blvd. Le Jardinier is working with the City on the power issues. The total project (Scott – 7th St.) will cost about \$100,000 – so she suggested launching a community sponsorship campaign to see if we can get members of the Novato Community to “sponsor a tree”. The City has agreed to let us make a plaque with all the sponsors and display it in a prominent place downtown. The Board liked the idea and held a vote to move it forward.

Steve Jordan made the motion to charge the Executive Director with setting up/executing a sponsorship plan for the Grant Ave Tree White Light Project. Rob Sundberg seconded the motion. Discussion.

Vote: All in favor. No objections. No abstentions.

Farmers’ Market Feedback Plan & Update

It is getting close to the time for the mid-market with the Market Manager and the City. The group discussed ongoing concerns, and observations (positive and negative). Stephanie shared some new feedback from area businesses who had high hopes for the additional traffic but indicated it was in fact negatively impacting their sales significantly.

Stephanie updated the board on some challenging communications between her, the City and the Market Manager regarding a small request to allow a small space between tents to allow access to a business on Sherman. She also gave an update on a meeting she had with the City Manager about the issues outlined in the communications. The board expressed some concerns about the communications.

Approve Meeting Minutes from May 1, 2024

Rob Sundberg made the motion to accept the minutes as submitted. Tief Gibbs seconded the motion. Discussion.

Vote: All in favor. No objections. Two abstentions.

Other Business + Open Discussion

None.

8:47pm Close DNBA Board Meeting

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