

**Meeting Date:** Wednesday, February 2, 2022

**Time:** 7pm DNBA Membership Meeting (DNBA/BID Members Only)

**Location:** Board of Directors Meeting (immediately following – Closed Meeting)  
Creekside Bakery, 1719 Grant Ave, Novato

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

**7pm Call to Order & Introduce Guests:** Emily Rich, President  
Emily Rich, Village Child; Steve Jordan, Creekside Bakery; Katie Chase, State Farm; Katherine Anderson, Copperfield's Books; Jon Ballack, Orange Theory Fitness; Vincent Cheung, Angie's Steam Foot Spa; Tief Gibbs, Vintage Vehicles; Andy Podshadley, Trek Winery; Peter Serchia, All Season Soccer; Tien Lam, Bacon; Nina Husen, Mitchell Thomas Salon; Jacob Christfort, Ranch Systems; Dan Maher, Sustainable Exchange; Mary Price, Village Child; Will Morat, City of Novato; Rob Sundberg, Avenue Salon; Helen Saenz, Alice Becker; Stephanie Koehler, DNBA

**Visitor + Member Comments**

None

**BID Advisory Board Meeting – February 15 at 7pm.** Creekside Bakery.

Steve Jordan gave an overview of the difference between the DNBA Board and the BID Advisory Board as well and an outline of their roles.

**Review 2016 Community Image Study Findings**

The group reviewed the results of the image study and outlined the areas of progress. Some of the issues brought up in the study are still areas of concern...primarily parking. There was discussion about that issue and the City outlined what they are doing to address it. The issue of homelessness in Downtown and the impact on businesses was brought up. After some discussion, it was agreed the issue of homelessness would be agendaized for the upcoming BID Advisory Board Meeting and a member of the Novato Police Department would be invited to hear concerns. The desire to further define "common interests" of Downtown businesses was discussed. There was discussions about setting a new set of goals – suggestions included Whole Foods partnership to promote what is happening in Downtown and extending the white lights on the trees on the side streets.

**City of Novato Update** – Will Morat

Shared the March timeline of the Parklet Design Guidelines going to Council.

**Treasurer's Report** – Mike Kuimelis

**8:16pm Close DNBA General Membership Meeting**

## **Regular Board of Directors Meeting** (closed meeting)

**8:25 Call to Order:** Emily Rich, President

**Roll Call:** Emily Rich, Steve Jordan, Katie Chase, Katherine Anderson, Jon Ballack, Vincent Cheung, Tief Gibbs, Andy Podshadley, Peter Serchia, (Stephanie Koehler, Executive Director)

### **Board Appointments for Open One-Year Term Vacancies**

The two candidates who expressed interest in being appointed to the one-year term Board vacancies shared their thoughts about Downtown and why they wanted to be on the Board. Tien Lam, Bacon and Rob Sundberg, Avenue Salon. They then left the meeting.

Steve Jordan read the section of the By-Laws outlining how and why these appointments can be made.

An initial motion was made by Steve Jordan to appoint both members as a slate. With no second, it was requested to split the motion into two – one for each candidate. Steve withdrew his initial motion.

Steve Jordan made a motion to appoint Rob Sundberg to a one-year term. Peter Serchia seconded the motion. Discussion ensued. *Vote: 9 In favor. None opposed. No abstentions.*

Steve Jordan made a motion to appoint Tien Lam to a one-year term. Vincent Cheung seconded the motion. Discussion ensued. *Vote: 4 In favor. 2 opposed. 3 abstentions.*

**General Update** – Stephanie Koehler gave an update on the Tree Light Project – outlining the reasons why Public Works has not completed the installation and why the lights have been off much of the past month. There is an electrical issue under the street and the parts to fix it are caught in a supply chain delay.

Stephanie revisited the past discussions to do a large-scale daffodil planting project in downtown. Discussion ensued. Permission was granted for her to reach out to Pini Hardware about ordering bulbs to be planted in the fall.

A survey will be going out to all past participants in the car show to determine if they prefer the event to be held in August or October.

### **Approve Meeting Minutes from January 5, 2022**

Steve Jordan made a motion to approve as submitted. Emily Rich seconded the motion. Discussion ensued. 9 In favor. None opposed. No abstentions.

### **Other Business + Open Discussion**

Emily proposed the idea of a downtown-wide sidewalk sale to coincide with the first weekend of Slow Streets in April. There was support for the idea so she will follow up with some businesses. Stephanie will send out an email blast about it to members as well.

### **9:39pm Close DNBA Board Meeting**