

Meeting Date: Wednesday, February 7, 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)

7:04pm Call to Order & Introduce Guests: Barbara Slack, *President*
 Shannon Gallegos, B12 Love; Jeannie Jarnot, Beauty Heroes; Rob Sundberg, Avenue Salon; Cindy Sundberg, Avenue Salon; Tief Gibbs, Vintage Vehicles; Maureen Gallagher, Avenue Salon; Barbara Slack, CWS Construction; Meghan Evans, Buttercup Home; Steve Jordan, Creekside; John Christman, TOPO Chiropractic; Aaron Thompson, Bicycle Brüstop; Andrew Holzbaur, UPS Store; Helen Saenz, Alice Becker; Sullina Smith, City of Novato; Stephanie Koehler, DNBA

Visitor + Member Comments

- Barbara Slack asked everyone to share a positive thing that was happening in their business.
- A coat & sock drive is happening through the end of the month at CWS Construction and Katie Chase State Farm.

Welcome DNBA Board Members Appointed To Vacant Seats January 2024

Meghan Evans, *Buttercup Home*
 Maureen Gallagher, *Avenue Salon*
 Shannon Wood-Gallegos, *B12 Love*

First Fridays Discussion – Stephanie Koehler

Inquired if any businesses had gotten together to create a committee to plan the activities to keep 1st Fridays active. Meghan Evans indicated she would connect with Emily Rich of Village Child to see if they could make it happen. It was suggested the decision be finalized by April 1 so we could properly promote it.

How Members Can Help Build a Parking Culture to Benefit All Businesses & Customers

There was a request to all businesses to help establish a culture of "responsible parking" in their businesses by outlining the areas where it is appropriate for employees to park – where there are not time limits (Depot Lot, De Long, etc.). The idea is to stop the practice of employees taking up critical parking spaces on Grant needed for shoppers/customers. It was suggested that we send notices to businesses recommending this. Also suggested a survey go out to all BID businesses asking how many parking spaces they need for their daily operations/staff.

Member Feedback: What would you like to see from the DNBA in 2024?

Below is a ranking of the feedback we have gotten from members about their priorities in 2024. The number indicates how many members indicated this as a priority.

2024 DNBA Priority Brainstorm	
6	Solutions to Homeless Issue
5	More Retail focused events like "Not So Silent Night". Do one around Mother's Day
3	Beautification - white lights
3	More member engagement - volunteering and participating in meetings (Board go out & visit businesses)
2	Additional events & focus on the west end of grant.
2	Events where people can connect...community events
2	Welcome Group for New Businesses
2	First Friday Art Event. Stores Sponsor Local Artist. 6-9pm
1	Additional Bike Racks - perhaps in triangle areas near trees. Specifically near La Michoacoana
1	Want to see signature events grow.
1	More Handicapped Parking Spaces
1	Events for teenagers
1	Patrol and Enforce Parking

1	Business Owner Events - connect for referral sources
1	Metered Parking
1	Capital Improvements (that last more than 5 years) Specifics?
1	Salsa Festival - each business promote a salsa maker
1	Employee Parking
1	Parking Plan for Events
1	Celebrate Business Successes
1	Improve Communication with Business Owners
1	Night time parade like Sonoma
1	Homecoming Parades
1	More obvious no parking signs
1	When out in the business community introduce yourself as DNBA Board Members
1	DNBA Nametags or T-Shirts

City of Novato Update – Sullina Smith

- It is budget season at the City.
- March 19 at 5pm is the State of the City
- Nick Nguyen, is the new New Public Works Director
- The Farmer’s Market Memorandum of Understanding (MOU) is in process. Members asked for details which the City was not willing to share. This upset membership because they are directly impacted and the secrecy was unfair and questionable. At that point, the ED shared some of the details about the location (Sherman Ave), the length of the closure (1-9pm) and there is no vendor parking on Sherman – so those trucks would need alternative parking solutions in downtown. The MOU had been shared with the ED the day before and was slated for discussion at the Board meeting – so this was the first many of them heard the details. This launched a significant discussion about the way this process had been handled and members expressed frustration that their concerns were ignored and that the City had withheld significant details from the DNBA – with the DNBA only learning the details the day before – after the MOU had gone through the first legal pass. It was left that more discussion on the matter and a plan of action would be discussed at the Board meeting.

Treasurer’s Report

2024 Event Dates

- Rock The Block: June 20 & September 12
- Nostalgia Days: October 11 & 12
- Small Business Saturday: November 30
- Tree Lighting: December 7
- Bouncy Ball New Year: December 31

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.

In 2024: **March 6**, April 3, May 1, June 5, 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.

In 2024: **Feb. 20**, May 21, Aug. 20, Oct. 15.

8:20pm Close DNBA General Membership Meeting

Regular Board of Directors Meeting
(closed meeting)

8:27pm Call to Order: Barbara Slack, *President*

Roll Call: John Christman, Meghan Evans, Maureen Gallagher, Tief Gibbs, Jeannie Jarnot, Steve Jordan, Barbara Slack, Rob Sundberg, Shannon Wood-Gallegos (Stephanie Koehler, Executive Director)

Discuss Member Feedback: Initial Goal Setting for 2024

No input was offered.

General Update – Stephanie Koehler

- **White Tree Lights Update.** Working with Le Jardiniere to sort out the scope, timeline and cost of the project.

- **Farmers Market.** Much of the discussion was held in the membership portion of the meeting but the board reiterated their concern for the City's lack of transparency on this issue, questioning why they strayed from past practice of having the DNBA at the discussion table. It was also pointed out that historically the Farmer's Market presented at a DNBA meeting about their plans. The decision was made to have the ED follow up with the City staff to see if they would consider any changes to the MOU. There was concern with the way the City handled this puts the DNBA in the position of looking like we are "anti-farmers market" when we are all in fact big supporters of the farmer's market in general but must represent the interests of our businesses. Tief made a motion to have the ED draft a letter for Board input and approval outlining the concerns with the location – outlining the negative impact it will have on businesses; concern for the lack of transparency from the City; asking for assigned parking for vendors (not in customer parking areas); asking for no vendor parking on Grant; asking for us to be included in all complaints; asking for the City and market to present to the DNBA in the fall to discuss further; and to propose some alternative locations (The Square, Machin, etc.). Steve seconded the motion. *Vote: All in Favor. None Opposed. No Abstentions.*

Business License Renewals

- The City indicated in the monthly meeting with the ED there was a second mistake made in the Business License renewal process where an old list was used for BID members causing several issues. The Board expressed deep frustration with the multiple mistakes that happened in this process. They also expressed concern that we have little to no way to see if the correct fees are paid in 2024 which could impact our budget.

Event Fund Raising Packets

Will be available at the March Meeting.

Approve Meeting Minutes from January 3, 2024

Rob made a motion to approve the minutes as submitted. Steve seconded the motion. *Vote: Five in Favor. None Opposed. Four Abstentions.*

Other Business + Open Discussion

None.

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9:16pm Close DNBA Board Meeting