

Meeting Date: Wednesday, September 7, 2022
Time: 7pm DNBA Membership Meeting (DNBA/BID Members Only)
Board of Directors Meeting (Immediately following – closed meeting.)
Location: Creekside Bakery, 1719 Grant Ave, Novato

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

7:02pm Call To Order, Introduce Members & Guests - Emily Rich, President

Peter Serchia, All Season Soccer; John Christman, TOPO Chiropractic; Jessica Deakyne, City of Novato; Alison Fletcher, City of Novato; Liz Podshadley, Trek Winery; Stephanie Koehler, DNBA; Vincent Cheung, Angie's Steam Foot Spa; Katie Chase, State Farm; Steve Jordan, Creekside Bakery; Andy Podshadley, Trek Winery; Emily Rich, Village Child.

Member Comments *(about non-agendized items)*

Dr. John Christman let us know TOPO Chiropractic – located at 3rd and Grant – will be opening in October.

BID Assessment Proposal

Steve Jordan presented the draft proposal to redefine zones and adjust assessments submitted at the August BID Advisory Board Meeting to membership.

Re-defining of Zones

Current zones are based on frontage on Grant Ave. as a prime zone with side streets secondary. Creation of a third zone allows for realization that Redwood Blvd. is a frontage street in the BID similar to Grant. Keeping Zone A intact allows for future improvements and activities to be charged specific to that zone, while making a new Zone B similar in assessments to A acknowledges the similarity in benefits provided in those two zones. The current Zone B is divided into Zone B & C, Zone C being businesses located on side streets.

Business Type and Employee Count

The current matrix has one business type that includes restaurant and retail; the new one lists them independently. The proposed assessment matrix eliminates employee count in favor of business size, utilizing some of the square footage idea. It is also based historically on the assessment level in place. This would eliminate calculations on the part of the business; the BID fee would be set.

Assessments

Zone A Assessments

These represent roughly a 5% increase over the existing rates, with an increase in lodging rates to be more equitable with retail & restaurant rates.

Zone B Assessments

Restaurant and retail rates remain the same as Zone A. Professional and Services are the base rate of \$100, because keeping Zone A rates here would be too large of a one-time increase.

Zone C Assessments

The current matrix is based on a 50% reduction from the other zone. The proposed matrix has a base assessment of \$100. The rates for lodging are the same across all zones, the same as financial. All of the other rates are based on a 60% reductions from Zone A.

Discussion:

- There were no questions.

Sustainable/Reusable Drinkware Plans for 2023 Events

Stephanie talked about meetings she is having with the city about partnering with them and Recology to have multi-use/sustainable cups at DNAB events starting in 2023. Details are still in the works.

City of Novato Update - Jessica Deakyne

- The Tenant Improvement Grant Program application will be announced by the end of the year and the City has budgeted \$100,000 in grants to Downtown businesses who wish to make permanent improvements to their building/space.
- Updated about the Marin County proposal regarding single use foodware at restaurants.
- Introduced Alison Fletcher who has been with the City for many years but recently moved to Economic Development.
- Announced a FINAL extension through December 2022 of the temporary parklets.

- BID Process is on track. DNBA Annual Report, Proposed 2023 Budget and BID Advisory Report to me mailed to membership the week of October 10th. The DNBA will present to City Council October 25.
- Gave an update on the audit of the BID business list to be sure all accounts are correct. The process is well on the way but not yet complete.

Update On 2022 Events

Rock the Block | September 15 | 6-9pm
Nostalgia Days Cruise & Show | October 7 & 8
Safe Trick or Treat | October 29 | 11am-2pm
Small Business Saturday | November 26
Tree Lighting Festival | December 3

Call for Board Member Candidates *(Election December 7, 2022)*

Treasurer's Report

7:48pm Close DNBA General Membership Meeting

Regular Board of Directors Meeting
(closed meeting)

There was no quorum so the following items will be discussed in October.

Grant Ave Planter Maintenance Update

2023 Budget & 2022 Annual Report Draft Review

October 25th Present Annual Report & Budget to City Council
November 15th Final Vote on Levying the Assessment for 2023

Approve Meeting Minutes from August 3, 2022 Meeting