

Meeting Date: Wednesday, April 6, 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 Guests

Katie Chase, State Farm; Mike Kuimelis, Mantra Wines; Vincent Cheung, Angie's Steam Foot Spa; Tief Gibbs, Vintage Vehicles; Steve Jordan, Creekside Bakery; Tien Lam, Bacon; Andy Podshadley, Trek Winery; Emily Rich, Village Child; Peter Serchia, Al Season Soccer; Rob Sundberg, Avenue Salon; Mary Price, Village Child; Dan Maher, Sustainable Exchange; Will Morat, City of Novato; Brandon Henslee, 5 Little Monkeys; Jeannie Jarnot, Beauty Heroes; Mr. Jarnot; Beauty Heroes; Henry Hautau, Finnegan's & Compass Realty; Liz Podshadley, Trek Winery; Helen Saenz, Alice Becker; Rich Green, Novato Streetscapes.

Novato Clean Business Program

Rich Green from the Novato Streetscapes Committee presented about the new Novato Clean Business Program, asking businesses to take a written pledge to keep the area around their businesses clean and clear of litter. There was universal support for the program and nearly every business in the room signed the pledge.

First Fridays & Slow Streets

There was a clarification about First Fridays being a merchant led endeavor – and while the DNBA supports and applauds the program – it is not a DNBA sponsored event. The intent of First Fridays is to breathe life into the Living Streets program and create an environment people will come down to enjoy. The inaugural First Friday was a success.

There was extensive & spirited discussion about the Living Streets program which included concerns about the optics of the massive construction looking "Street Closed" signage on the gates and the possibility of putting a banner about Living Streets over De Long. There remains a division between those who like the program and those who do not.

City of Novato Update

Will Morat gave an update on the Parkelet Guidelines which are set to go to City Council April 26th. He also warned restaurants the temporary parklet permits will be expiring soon – after there has been enough time to allow restaurants to build a permanent dining area in compliance with the new guidelines.

It was brought the City's attention that many businesses are unhappy with the maintenance of the "plant beds" along Grant Avenue. They are overrun with weeds and appear unkempt.

Marin SBDC Microbusiness Grants

Stephanie Koehler let businesses know there is a new grant opportunity for microbusinesses (nail technicians, hair stylists, etc.) through the Marin Small Business Development Center. Applications open in mid-May. Information can be found at MarinSBDC.org/MicroBizGrants.

Sponsorship Opportunities for DNBA Events

For businesses interested in sponsoring Rock the Block or Nostalgia Days, the sponsorship packets can be found at DowntownNovato.com or NostalgiaDaysNovato.com.

Treasurer's Report – Mike Kuimelis

Other Business

- Trek Winery and Pods Brew will be hosting the 3rd Annual Cinco De Micro festival on May 7th from 1-5pm. Any businesses interested in being a vendor should contact Andy Podshadley at Trek Wine.
- The team at Katie Chase, State Farm Agency will be giving away free Mother's Day flower bouquets on Saturday, May 7th.
- Katie Chase reminded businesses the new Cal Savers law goes into effect in June. She is able to help employers set up a plan that meets the requirements of the law.
- The Novato Chamber of Commerce will be hosting the Business Expo on April 7th.

8:20pm Membership Meeting Adjourned

Regular Board of Directors Meeting
(closed meeting)

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

Roll Call:

Katie Chase, Mike Kuimelis, Vincent Cheung, Tief Gibbs, Steve Jordan, Tien Lam, Andy Podshadley, Emily Rich, Peter Serchia, Rob Sundberg, (Stephanie Koehler, Executive Director)

Review of Survey Questions

The board approved the final version of the survey questions to be sent out to membership.

General Updates

- Stephanie and members of the board who were in attendance gave update on what happened at the March 8th City Council meeting regarding the Tourism Committee and contract. The board instructed Stephanie to schedule a meeting with Coy and both the Chamber & DNBA Executive Committees to discuss next steps.

- Rayner Landscaping has asked to terminate their contract with the DNBA citing challenges with water access to pots and their increasingly busy schedule. Stephanie is working with Public Works on the water issue and will be searching for a new contractor to maintain the planters.

- The BID Assessment subcommittee has met to start the review of the boundaries and assessments.

- Stephanie would like to reach out to Pini Hardware to partner with them on the Daffodil Days idea and ask them to partner/sponsor the planters with the hope the DNBA can get wholesale prices for plants.

Approve Meeting Minutes from March 2, 2022

Rob made a motion to accept the minutes as submitted. Emily seconded the motion.

Vote: All in Favor. No Objections. No Abstentions.

Other Business + Open Discussion

The issue of Associate Membership was brought up – questioning some of our Associate Memberships that are now considered competition to DNBA businesses. There was a small amount of discussion and clearly varying opinions. The item will be added to the May agenda for further discussion.

9:12pm Close DNBA Board Meeting