

Meeting Date: Wednesday, January 3, 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)

**7:02pm Call to Order & Introduce Guests:** Barbara Slack, President  
Shannon Gallegos, B12 Love; Jon Ballack, Orange Theory; Amy Strickland, Marin Glow House; Mondy Safa, Novato Dry Cleaners; Jeannie Jarnot, Beauty Heroes; Rob Sundberg, Avenue Salon; Tief Gibbs, Vintage Vehicles; Maureen Gallagher, Avenue Salon; Barbara Slack, CWS Construction; Tom Young, Pini Hardware; Vincent Cheung, Angie's Steam Foot Spa; Meghan Evans, Buttercup Home; Steve Jordan, Creekside; John Christman, TOPO Chiropractic; Sullina Smith, City of Novato; Stephanie Koehler, DNBA

**Visitor + Member Comments**

A member remarked about the huge success of Bouncy Ball New Year – siting the largest crowd ever. She also noted the stores and restaurants in downtown were packed with families.

**Welcome 2024 DNBA Board Officers & Members**

Barbara Slack, *President*, CWS Construction Group  
Steve Jordan, *Vice-President*, Creekside Bakery  
Andy Podshadley, *Treasurer*, Trek Wines  
Tief Gibbs, *Secretary*, Vintage Vehicles  
Jon Ballack, Orange Theory Fitness  
Vincent Cheung, Angie's Steam Foot Spa  
John Christman, TOPO Chiropractic  
Jeannie Jarnot, Beauty Heroes  
Rob Sundberg, Avenue Salon

**Call for Members Interested In Appointments to the DNBA Board** (one, two and three year terms available)

The following business owners discussed why they would like to be appointed to the 2024 Board:

Meghan Evans, Buttercup Home (2-year term)  
Shannon Wood- Gallegos, B12 Love (1-year term)  
Maureen Gallagher, Avenue Salon (1-year term)

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

See Attached Sheet

**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.

**In 2024:** Jan. 3, Feb. 7, 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 3<sup>rd</sup> Tuesday of February, May, August and October at 7pm. **In 2024:** Feb. 20, May 21, Aug. 20, Oct. 15.

**City of Novato Update** – Sullina Smith

Gave an update on the Business License renewals that went out before Council had approved the BID Fee increase. She explained what the City was doing to fix the problem.

**Treasurer's Report**

**8:15pm Adjourn DNBA General Membership Meeting**

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## Regular Board of Directors Meeting (closed meeting)

**8:20pm Call to Order:** Barbara Slack, President

**Roll Call:** Jon Ballack, Vincent Cheung, John Christman, Tief Gibbs, Jeannie Jarnot, Steve Jordan, Barbara Slack, Rob Sundberg, (Stephanie Koehler, Executive Director)

### **What it means to be a DNBA Board Member**

*The expressed mission of the DNBA/BID is to make Downtown Novato the Social, Economic and Cultural Center of the City.*

Discussed the role of supporting the BID as a whole and all the businesses in it. Encouraged meeting attendance so there is consistent leadership and direction. Encouraged additional participation through event volunteering, soliciting sponsorships, and other things as they come up.

### **Discuss Any Potential Board Appointments**

Motion by Vincent Cheung to vote all three candidates as a slate: Meghan Evans, Buttercup Home (2-year term), Shannon Wood- Gallegos, B12 Love (1-year term) and Maureen Gallagher, Avenue Salon (1-year term). John Christman seconded the motion. Discussion. *Vote: All in favor. None Opposed. No Abstentions.*

### **Discuss Member Feedback: Initial Goal Setting for 2024**

Everyone felt the discussion in the membership meeting was productive and lead to a good list. Decided the item would be laced on the February agenda to get additional feedback from members.

### **General Update – Stephanie Koehler**

#### **- 2024 Event Dates**

Rock The Block: June 20 & September 5 or 12

Nostalgia Days: October 11 & 12

Small Business Saturday: November 30

Tree Lighting: December 7

Bouncy Ball New Year: December 31

- Making progress on the project to repair the white lights on the trees along Grant. As of 2024 the City will no longer partner with us to maintain the lights. In lieu of them being removed, the DNBA is working with Le Jardinier to have them restring and maintain the lights. They are currently working with the City on issues of power and is working to determine the scope of the task so they can submit an estimate.

- Still working to get the City to get them to collect the delinquent BID fees. HDL has reached out to those who are delinquent but the City has not been doing anything to collect them since 2019.

- Discussed the issue of the City sending out the Business License renewals before the BID fee increase was approved and put into place. Several concerns were raised...primarily how the second round of payments would be tracked and accounted for. Is there any way to confirm accounts were charged the right thing?

- NPD is planning to keep increased patrols in downtown as much as possible moving forward.

- The City has given no more information about the new location of the Farmer's Market. They say they are "leaning toward" Sherman Ave but has not made the final decision. No timeline as to when the decision will be made.

### **Approve Meeting Minutes from November 1 & December 6, 2023**

Motion by Rob Sundberg to approve both as submitted. Tief Gibbs seconded the motion. Discussion. *Vote: Seven in favor. None Opposed. One Abstention.*

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

None.

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BID Advisory Board Meetings In 2024: Feb. 20, May 21, Aug. 20, Oct. 15.

### **8:51pm Close DNBA Board Meeting**

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
1	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