



The Downtown Business Association Committee Descriptions

Membership Committee

Chair: Nathaniel Dye

Members: Open

Committee Responsibilities:

- Keep members abreast of issues affecting the downtown area. This includes: financial, marketing and changes to Juneau's infrastructure.
- Provide a forum to discuss new ideas and networking opportunities.
- Embrace and support downtown Juneau as a great place to live, work, govern, and recreate.
- Provide a united voice for the downtown business community.

Marketing Committee

Co-Chairs: Sydney Mitchell, Colette Costa, Pat Race

Members: Open

Committee Responsibilities:

- Create an annual marketing strategy, including a budget forecast, to bring people to downtown Juneau for uplifting, enjoyable, locally relevant, community-building events and activities. Target markets include: Juneau residents, Southeast and Whitehorse residents, and visitors.
- Work closely with DBA members and staff to carry out the annual marketing strategy initiatives.
- Network with JCVB to integrate efforts to bring visitors into downtown Juneau.
- Assist in marketing DBA to members, potential members, and the community through DBA website, quarterly newsletter, social media channels, media outlets, and key influencers. Assist staff to publicize DBA activities and member accomplishments via these tools.
- Collaborate with other DBA committees and the DBA Board to initiate fundraising activities to support the annual marketing strategy.

Infrastructure Committee

Chair: Evelyn Rousso

Members: Open

Committee Responsibilities:

- Proactively identify the need for policies and projects related to infrastructure in the downtown area.
- Promote and find funding for downtown projects including streetscapes, sidewalks, transportation, parks and buildings
- Communicate with the membership to understand their priorities for infrastructure improvements
- Act as a liaison to CBJ Departments about issues regarding the built environment of the downtown area
- Advocate for DBA projects with CBJ, the State of Alaska, and other agencies and non-profits such as the Alaska Committee