



**DBA Meeting Minutes
Tuesday, June 7
Senate Building meeting space, 3rd floor
8:30AM – 10:30AM**

Board members present: Jill Ramiel, Nathaniel Dye, Mark Ridgeway, Dana Gunderson, Eric Forst; Colleen Goldrich; Midgi Moore

Board members not present: Evelyn Rousso, Sydney Mitchell,

Non board members present: Margaret O’Neal (JEDC), Loren Jones (CBJ Assembly)

Call to Order at 8:30 AM

Approval of Minutes of Last Meeting

*Eric moves to approve the minutes from the April 26, 2016 Board meeting.
Mark seconds the motion. Approved unanimously.*

Public Participation on Non-Agenda Items – There was none

President’s Report -- Recap of Main Street USA Conference. Discussed conclusions from conference. BID several years away. Important to discuss with community and DBA membership to conduct a facilitated visioning exercise. She’d like to use some of the resources encountered at the conference. She, Evelyn and Dana will develop a presentation and deliver it over the summer to stakeholders in the community to culminate in a visioning exercise in September. Dana would like to host some pop-up creative opportunities to bring people downtown and have it be a positive experience.

They also learned some fundraising skills. Evelyn, Dana and Jill all tried to attend different presentations to take advantage. Over 2,000 communities in the US participate in Main Street. Some states belong to Main Street. Dana will research funding sources.

Jill suggests that the CBJ send an employee to work with the DBA and checking in with Mayor and CBJ Manager about how the CBJ implements the Juneau Economic Plan

ACTION - Jill, Evelyn & Dana:

1. Update presentation by 7/31 and present concept to downtown stakeholders and civic groups, Chamber, Rotary Club, JEDC board, etc.

2. Plan visioning session for September
3. Develop strategies for high impact place-making events – Mural for the Elks Club frontage that is seen from South Franklin
4. Use visioning session feedback to create 2-3 Downtown Transformation Strategies

Today's Business:

1. JCVB -- path of travel study – moved to next agenda. Possibly this could include the JCVB and coordinate it with doing something about the JCVB's kiosk. Michele Elfers should provide an update. Invite Liz Perry as well.
2. JCVB – funds to be used for a Capital project/awning. Jill reported JCVB Board is frustrated that Assembly is looking taking \$100k from JCVB \$700k reserves to put an awning on the Court Plaza (Spam Can) building. DOT asked CBJ to participate in part of the cost. Loren said this has never come before the Assembly in any form.
3. ProsperWalk website/app/membership database. Met a vendor at the conference from Provo Utah who had developed this inexpensive website that others could also use. Program is very inexpensive. It could be an interim fix.
4. Pull tab developments. The idea of putting pulltabs in the Red Dog in the winter time.
 - ACTION: Eric will speak to Shelly at the Imperial about pulltabs.
 - ACTION: Eric/Dana to explore a raffle option as well.
- ACTION: Eric will try to set up a meeting with Ken Koelsch to update him on DBA
- ACTION: DBA Board will start attending Assembly meetings on a rota – Dana to send out CBJ meeting calendar (and assign attendance?).

Reports:

1. Treasurer's Report

Treasurer: Colleen Goldrich – No Report. Quarterly financial update will be for June 30 at the July meeting.

2. Committee Reports:

a. Membership Committee—Chair: Nathaniel Dye

Meets every first Monday of the month at 10AM

Packets are ready to be picked up by board members and each has a list of members to contact with current DBA members.

- ACTION: Board Members will deliver all packets this week.
- ACTION: On Friday, August 8/12 9:30-12:00 board members will call on downtown businesses to sell 2017 membership.
- ACTION: Jill will contact James Barrett to invite the marijuana business people about coordinating with the DBA. (Southeast Alaska Cannabis Culture).

- b. Marketing Committee – Co-Chairs: Sydney Mitchell, Pat Race, Collette Costa
Meets last Wednesday of every month at 4:30PM at various locations.

ACTION: Dana will schedule a meeting with Pat Race to solicit a proposal to incorporate DBA's map into Pat Race's map.

- c. Infrastructure Committee – Chair: Evelyn Rousso

3. Liaison Reports:

- a. Loren Jones - Assembly
 - i. Suggested DBA members attend COW meetings as well as Assembly because much of the groundwork for things later considered happens then. COW has discussion without public comment. Some items have surfaced through different committees before then.
 - ii. Sales taxes were reviewed to put two questions on the ballot – Should 3% extended for another 5 years and should 3% become permanent. There was discussion to tweak sales tax rates and possible exemption on food.
 - iii. Assembly directed staff to put together an ordinance to increase marijuana sales tax to 8%, the same as for alcohol. This would ultimately be on the ballot.
 - iv. Nothing has come up on the 2nd and Franklin lot. Loren presented info about what all is being done by the CBJ on housing and what could be done. Pederson Hill plat is at CDD to go to the Planning Commission.
- b. JEDC – None
- c. Chamber – None
- d. Neighborhood Association - None

Next regular board meeting – Tuesday July 12th at 8:30 AM at Senate Building meeting space, 3rd floor.

Meeting Adjournment – 10:15 AM