



**DBA Meeting Agenda
Thursday January 28, 2016
Boardroom – Senate Building
8:30AM-10:30AM**

Call to Order

Approval of Minutes of Last Meeting

Public Participation on Non-Agenda Items

- Bob Janes- Ocean Interpretative Center water taxis

President's Report

Today's Business:

1. Status on Pull Tabs – what needs to be done and next steps
2. Membership – discuss details, rate structure and price for map ads
3. Gavel to Gavel advertising
4. Valentine's Day marketing efforts?
5. Finance Committee Treasurer appointment
6. DBA Retreat – discussion on becoming a BID and more
7. Business Climate Survey

Reports:

1. Treasurer's Report/ Finance Committee
 - a. Update on phone line: Letter to be faxed to ACS to cancel existing DBA phone line.
 - b. Update on insurance: Letter to be signed.
2. Committee Reports:
 - a. Membership Committee—Chair: Nathaniel Dye
Meets every first Monday of the month
 - i. Newsletter - status
 - ii. New member welcome – what is going to be our procedure?



- iii. Potential Member packet – to include brief descriptions of the DBA committees
- iv. DBA description – to be reviewed

The DBA is the official marketing engine for downtown advocates for downtown issues. It keeps its members abreast of issues that may affect their bottom line and provides a forum to discuss new ideas and networking opportunities. The DBA understands that downtown Juneau is a great place to live, work, govern, recreate and that we are stronger together. The DBA believes that we will succeed for ourselves by all working together.

- v. DBA Bylaws – to be reviewed
 - vi. DBA Member stickers – AK Litho quoted 100 static cling stickers for \$87
- b. Marketing Committee – Chair: Sydney Mitchell
 - i. Downtown for the Holidays recap
 - c. Infrastructure Committee – Chair: Evelyn Rousso
 - i. Downtown Parking Survey recap
 - d. Finance committee

3. Liaison:

- a. Assembly
- b. JEDC

Next regular board meeting

Meeting Adjournment