



**DBA Meeting Minutes
Thursday February 25, 2016
Boardroom – Senate Building
8:30AM-10:30AM**

Board Members present: Nathaniel Dye, Eric Forst, Jill Ramiel, Evelyn Rousso, Sydney Mitchell

Board Members not present: Mark Ridgeway, Joann Flora, Dana Gunderson, Zach Young, Colleen Goldrich, Sarai Timothy

Non DBA Board members present: Brian Holst (JEDC), Dana Herndon (JEDC), John (McGivney's), Kara (JCVB), Michele Elfers (CBJ)

Call to Order

Meeting called to order at 8:30AM

Approval of Minutes of Last Meeting

Minutes were not approved at the time because quorum was not (yet) met.

Public Participation on Non-Agenda Items

- 15 minutes: Michele Elfers – The Circulator
 - CBJ will start Circulator design in the fall and will probably have another town hall meeting
 - Evelyn and Michele to meet and exchange information on the Circulator

- 10 minutes: Kara from JCVB talked about the new JCVB ambassador program
 - Volunteer ambassadors will walk around downtown during the summer and will be available for information
 - Jill – “can the info helpers hand out JCVB maps *and* DBA maps? Response-- “something to think about”
 - How can DBA support the JCVB info helpers? Response --“by encouraging people to use them”

President’s Report— *went directly into today’s business*



Today's Business:

1. Funding for registration for the MainStreet USA Conference in Milwaukee on May 23, 2016
 - a. Jill Ramiel asking for Board support to pay for registration.
 - b. **Eric Forst moves to allow \$1,200 to allocate to board members to fund three registrations for the Conference. If three Board members do not take advantage of the money available for the registration then the money left can go to DBA support staff. Nathaniel Dye seconds the motion. Motion approved with unanimous consent.**
 - c. **ACTION – Dana Herndon to communicate the Board decision to other Board members and to send the MainStreet conference schedule.**
2. Pull tab –Next steps?
 - a. Eric took the test and will hopefully figure out all the details today (2/25/16)
3. Identify top 6 areas that DBA should focus on for 2016 so that a survey can be made and sent out to membership

Top 6 areas identified:

 1. Circulator
 2. Improving the Built Environment
 3. Increase Housing Downtown
 4. Create events and marketing that bring people into Downtown
 5. Parking
 6. On-street Safety
4. New member outreach by DBA board (*excel sent along with agenda and minutes*)
 - a. Finish new member packets and then send this out

ACTION for DBA Committee Chairs – Membership, Infrastructure and Finance chairs to attend other committee meetings quarterly and provide 5 minute updates.

Reports:

1. Treasurer's Report/ Finance Committee
Meets every first Monday of the month at 3:30PM in the Senate Building at the



Boardroom.

a. 2016 Budget

i. **ACTION:**

1. **Include map printing for two years**
2. **What is the \$9k for the event costs?**

Jill reached out to someone that does a tourism website to ballpark the estimate for the website. Nathaniel is proposing that we get another estimate from the Hoke's.

ACTION – get estimate from Hoke's for website redesign.

2. Committee Reports:

a. Membership Committee—Chair: Nathaniel Dye

Meets every first Monday of the month

- i. Newsletter – *results*
- ii. Potential Member packet – *briefs on committees need to be included in potential member packet so that committee participation increases*
- iii. **The Pitch for New Members: ACTION – Board says that description looks good. Ready to use in DBA materials.**

The DBA is the official marketing engine for downtown and 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.

iv. DBA Bylaws – *to be reviewed*

It was noticed that the DBA Board of Directors currently has too many Board members per the Bylaws.

ACTION: Nathaniel Dye moves to confirm 8 Board members: Sydney Mitchell, Joann Flora, Eric Forst, Nathaniel Dye, Jill Ramiel, Evelyn Rousso, Sarai Timothy, and Colleen Goldrich.

Jill will discuss this with Dana Gunderson, Mark Ridgeway and Zach Young and see who will sit on the Board. Eric Forst seconds the motion. Motion approved by the Board.

ACTION --- DOODLE poll within the next week for the new board meeting

v. DBA Member stickers – *Getting redesigned with year*



1. ACTION – send to Sydney to review design.

b. Marketing Committee – Chair: Sydney Mitchell

Meets last Wednesday of every month at 4:30PM at Red Dog Saloon

ACTION: Dana Herndon from JEDC to identify the tour operators/cruise land personnel and set up meeting with DBA so that they can know what's going on in downtown this summer. Work in conjunction with the Visitor Products cluster working group.

i. Marketing meeting recap

- Next marketing meeting – how we do boost the effectiveness of this map?
 - Board suggestions -- Maybe laminate and send to all members. Figure out how many they want. Also good for hotels and Juneau Self Storage.
 - Sydney suggests training businesses on how to use the map.
- **Action – ask if anyone is considering Saint Patrick's Day events that we can collaboratively promote**

c. Infrastructure Committee – Chair: Evelyn Rousso

Memo from Rorie regarding the parking survey. City might put the management of parking under the public works department.

Evelyn is proposing meeting with Brian to talk about the idea of a Business Improvement District.

A – what services?

B – what are the partnerships and what is the governance?

C- what will the fees look like? Maybe find seed grants so we wouldn't have to charge businesses.

ACTION – bring this up in the March meeting

3. Liaison:

a. Assembly

b. JEDC

i. Maritime Festival and DBA involvement. Maybe do Tracy's, Tram and Red Dog for the progressive dinner



Next regular board meeting —*Doodle poll to be taken to figure out new DBA Board meeting date/time*

Meeting Adjournment

Meeting adjourned at 10:13AM.