



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

Call to Order

Approval of Minutes of Last Meeting

Public Participation on Non-Agenda Items

- 15 minutes: Michele Elfers – The Circulator
- 10 minutes: Kara from JCVB will talk about the developing ambassador program

President's Report

Today's Business:

1. Funding for registration for the MainStreet USA Conference
2. Pull tab –Next steps?
3. Identify top 5 areas that DBA should focus on for 2016 so that a survey can be made and sent out to membership with next newsletter in April
4. New member outreach by DBA board (*excel sent along with agenda and minutes*)

Reports:

1. Treasurer's Report/ Finance Committee
 - a. 2016 Budget
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. 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.

- iv. DBA Bylaws – *to be reviewed (attached with agenda and minutes)*
 - v. DBA Member stickers – *Getting redesigned with year*

 - b. Marketing Committee – Chair: Sydney Mitchell
Meets last Wednesday of every month at 4:30PM at Red Dog Saloon
 - i. Valentine's Day marketing recap
 - ii. Marketing meeting recap
 - c. Infrastructure Committee – Chair: Evelyn Rousso
- 3. Liaison:**
- a. Assembly
 - b. JEDC

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

Meeting Adjournment