



**DBA Meeting Minutes
Monday, March 28
Boardroom – Senate Building
8:30AM – 10:30AM**

Board members in Attendance: Jill Ramiel, Colleen Goldrich, Dana Gunderson, Sydney Mitchell, Mark Ridgeway

Non board members in attendance: Brian Holst, Dana Herndon

Call to Order -- meeting called to order at 8:46AM

Approval of Minutes of Last Meeting – *minutes sent on 3/4 and 3/22, pending feedback.* Regarding DBA Member status from last DBA Board meeting: Dana Gunderson and Mark Ridgeway are still on the Board and Colleen Goldrich is the new Treasurer.

DBA President calls for approval of the minutes. Mark Ridgeway moves to approve the minutes. Sydney Mitchell seconds the motion.

Public Participation on Non-Agenda Items

None

President's Report

Today's Business:

1. Insurance – do we need? -- Keep it as old business for now until it's asked about again.
2. Approval of 2016 / 2017 DBA Budget -- Move this to next meeting.
3. Status of membership – Goal is 80 businesses
4. Pull tabs and extra boxes
 - a. ACTION -- Can Eric not be member in charge and have David O. be the member in charge so that Eric can have the boxes? See Margaret's Response.
5. Cleanliness of downtown Juneau – see attached letters
 - ACTION – remind membership of cleanup dates
 - ACTION – send email to Bruce D. and ask about DIG cleanup date details

The topic of keeping downtown clean started a discussion on how to recognize outstanding shop keepers and how they keep downtown clean. Notable shops included:



- Ben Franklin
- The Viking
- Juneau Drugs
- DIG – thank you

One of the ways to recognize shop keepers that do an outstanding job is to submit a letter to the Neighbors Page that also includes a thank you to DIG for the Cleanup Day on April 15. There will also be a section in the Membership Packet on “Ways to be Neighborly” and information on sweeping and various ordinances. Another idea was to have a “Golden Broom” contest that can be given to a different business every month.

Reports:

1. Treasurer’s Report/ Finance Committee

ACTION – new Treasurer is Colleen Goldrich.

- a. 2016-2017 Budget

2. Committee Reports:

- a. Membership Committee—Chair: Nathaniel Dye

Meets every first Monday of the month

- Status of member packets -- **ACTION** – Dana to get quote approved and then order folders and generic DBA stickers for membership packet.

- b. Marketing Committee – Chair: Sydney Mitchell

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

On the next marketing committee agenda:

- Overall marketing strategy
- Kick-off event before the season
 - What can we do and still have it be successful?
 - *Idea – DBA kickoff party for the season – see old faces, catch up. Meet new members*
- Maritime Festival
- Review of website quote.
- Swagger event

- c. Infrastructure Committee – Chair: Evelyn Rousso

Members – Mark Ridgeway, John, Chris M.



Mark Ridgeway suggested that Sydney, Evelyn and Mark get together to come up with something that makes sense this year that builds on or improves the “Storefront Star” Award.

An idea was to have a monthly meeting that you choose each monthly STAR winner and then you have STARS that win every year. Maybe present an award to engage people.

- i. BID
 - 1. Brian led the discussion on the BID.
 - 2. Identify motivators for why you’re in DBA
- 3. Liaison:
 - a. Assembly
 - b. JEDC
 - i. Brian requesting a letter of support for DBA to present to the Assembly.
 - ii. Mark Ridgeway moves to support writing a letter of support to the Assembly. Colleen Goldrich seconds.

Next regular board meeting – *Tuesday, April 26th at 12PM at the Boardroom*

Meeting Adjournment at 10:45AM