

DBA Meeting Minutes
Thursday January 28, 2016
Boardroom – Senate Building
8:30AM-10:45AM

Call to Order

DBA Board meeting called to order at 8:31 AM.

Board Members in Attendance: Jill Ramiel, Nathaniel Dye, Eric Forst, Colleen Goldrich, Sydney Mitchell, Joann Flora, Evelyn Rousso, New Treasurer Sarai Timothy

Board Members Not in Attendance: Mike Ridgeway, Dana Gunderson, Zach Young

Non-Board Members in Attendance: Loren Jones (CBJ Assembly), Brian Holst (JEDC), Dana Herndon (JEDC)

Approval of Minutes of Last Meeting

Eric Forst moved to approve minutes of previous meeting.

Joann Flora seconded.

Sarai Timothy is introduced to DBA Board members.

Public Participation on Non-Agenda Items

Bob Janes presented the Juneau Ocean Center electric water taxi concept. Concept is that cruise passengers will purchase tour tickets ahead of time and use water taxi to go to the Juneau Ocean Center. A downtown waterfront tour will occur along the way and passengers will be dropped off downtown upon return. The electric water taxis will run a couple times a day.

Evelyn proposed a coordinated effort that holistically studies what the cruise ships are doing, what the circulator affects, what the water taxis do and looking into every way that people can move throughout town. Eric believes that it would be best if it goes to a lot of attractions and not just one and if it somehow gets AJ dock involved.

President's Report

Today's Business:

1. Status on Pull Tabs – Eric Forst took the pull tab test and passed but has to redo the test online on February 22. Once he completes it he will then get the permit and designate Dana from JEDC the administrator. The new online system will make it easier to renew the permit immediately.
Red Dog may add pull tabs in the fall and winter.

2. Membership – Membership committee is working on membership packets that explain the value of what members are getting.

ACTION – DANA/JEDC: Automatic online message needs to be changed to represent DBA in a way that entices members to renew yearly membership.

ACTION – MEMBERSHIP COMMITTEE/DBA: will compose an automatic email to members in the summer that explains the new membership and map ad calendar.

ACTION—MEMBERSHIP COMMITTEE/DBA: map prices. Membership chair, Nathaniel Dye, suggests that DBA start working on the map sooner rather than later. This will be the last April that DBA will start coordinating the maps.

DBA members will still sign up for membership on a yearly basis but it will be starting in August this year. DBA will then start pushing the map and membership at the same time.

3. Mayoral Debate

ACTION: Jill and Dana will coordinate mayoral debate in February during the DIG timeslot and at the DIG venue. We need to reach out to mayoral candidates and coordinate with Samantha Dye. DBA will come up with 4-5 DBA topics / questions that they pose to Juneau’s potential mayor. Eric Forst will moderate.

4. Gavel to Gavel advertising

Evelyn Rousso moves to approve \$500 expenditure on Gavel to Gavel advertising given that it’s not out of the marketing budget.

Colleen Goldrich seconds the motion.

Board votes on the motion with unanimous consent.

5. Valentine’s Day marketing efforts?

Moving this item to the marketing report

6. Finance Committee Treasurer appointment

Jill to contact with the lady at the bank in the first booth and will set the monthly meeting.

Sarai Timothy to be on the chair of the finance committee

ACTION: Dana to send last year’s budget and goal of first meeting is to make the budget

7. DBA Retreat – discussion on becoming a BID and more

ACTION – Brian/Evelyn to help Jill coordinate the next step of this.

8. Business Climate survey
 - Mainstreet surveys?
 - Nathaniel – shorter surveys
 - What questions do we want answered –
 - Business info
 - How much do you pay your people
 - Do you buy/rent
 - What insurance
 - FT/PT
 - Benefits
 - Advocacy issues

ACTION --- JEDC/Evelyn to get an advocacy survey ready by the next board meeting

Reports:

1. ~~Treasurer's Report/ Finance Committee~~
 - a. Update on phone line: Letter faxed to ACS to change authorized users and switch line to JEDC.
 - b. Update on insurance: Letter approving cancellation signed and scanned.
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
 - v. DBA Bylaws – to be reviewed **NOT REVIEWED**
 - vi. DBA Member stickers – AK Litho quoted 100 static cling stickers for \$87

ACTION – DANA/JEDC to move forward with design.
 - b. Marketing Committee – Chair: Sydney Mitchell
 - To meet on the last Wednesday of the month from 4:30PM-5:30PM (or 6PM) IN THE WINTER*
 - i. Downtown for the Holidays recap

Consensus said that sales were generally up. Collaborative marketing of downtown helped. All retailers said the last week sales improved. 'Women Wine and Wish lists' and Man Day were questionable, effect largely unknown. It was agreed that more events downtown equate to more people in the store.

ACTION: JEDC to draft note on behalf of DBA sending a thank you to the City Manager thanking them that the streets were clean for gallery walk

Valentine's Day marketing : **"Downtown Juneau is Sweet on You"** -- Chocolate Happy Hour. If people want to participate February 12 4-6PM then we can do a collaborative call out.

Participants: Juneau Imagination Station. Annie Kaill's, Shoefly, Red Dog Whisky Tasting

ACTION: Send DBA Members as a call out for Downtown Juneau is Sweet on You . Collaborative messaging – everyone collaborate on reaching out on marketing.

c. Infrastructure Committee – Chair: Evelyn Rousso

i. Downtown Parking Survey recap

Evelyn sent the results to the City (Rory). 27 people responded, 70% members feel that parking negatively affects their business. 74% of the members pay for parking. Employees are taking up spots that customers should have.

ACTION: Evelyn can reach out to the city to see if we can define the parking spaces with paint.

ACTION- Dana to take a Doodle poll to BOD members to see when the members can adjust the Board meeting.

d. Finance committee – by next month

3. Liaison:

a. Assembly:

Mayoral election March 15. Karen crane resigned to run for mayor. Jesse Kiel is deputy mayor. Kate troll is the Chair of the Lands Committee, Mayor appointed Jerry Nankurvis to be the finance Chair, Maria G. to public works chair.

ACTION – include on the next agenda -- Doodle poll – does DBA membership oppose or not oppose a change on sales tax

b. JEDC:

ACTION: send DBA membership a note about Innovation Summit and how Michael Shuman is going to be there—talk about him and his book. If we get enough DBA members then we can get a session with Shuman with DBA members . Expert in investing in small business, talk about BALLE, etc.

Next regular board meeting -- ACTION DO A DOODLE POLL to find out which day on the fourth week works best.

Meeting Adjournment: Meeting adjourned at 10:46AM.