

**DBA Meeting Minutes**  
**Tuesday, July 12<sup>th</sup>**  
**Senate Building meeting space, 3<sup>rd</sup> floor**  
**8:30AM – 10:30AM**

**DBA Board Attendees:** Midgi Moore, Dana Gunderson, Nathaniel Dye, Sydney Mitchell, Jill Ramiel, Eric Forst, Evelyn Rousso

**DBA Board Members Not in Attendance:** Colleen Goldrich, Mark Ridgeway

**Non Board Members:** Brian Holst, Dana Herndon [both JEDC]

**Call to Order**

*Quorum was not met until 8:51AM. Meeting called to order at 8:51AM.*

**Approval of Minutes of Last Meeting**

*Midgi Moore moves to approve the minutes from the last board meeting. Dana Gunderson seconds the motion. Minutes approved by unanimous consent.*

**Public Participation on Non-Agenda Items**

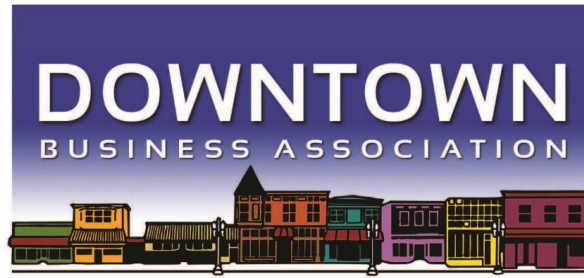
*None.*

**President's Report:**

- Conversation with CBJ: Rorie, Michele, and Roger  
*Jill went over her conversation with the city manager and co.*
  - Notes:
    - 2<sup>nd</sup> & Franklin lot -- sell to developers; no restriction
    - Gastineau buildings – movement
    - Inebriates – crime
    - Circulator – test case
    - Path of Travel – fully funded

**Today's Business:**

- Midgi Moore to give update on Norwegian delegation visit  
*RECAP in Midgi's words: The Norwegian delegation was made of cruise industry leaders, municipal leaders, and business development managers who are located in Norwegian coastal cities. These cities*



*were cruise ports similar to Juneau and Skagway and the purpose for their visit was to learn more about how we as cities and business leaders work with the cruise industry.*

*There was much discussion regarding environmental issues, water, and economic issues. Each delegate introduced him/herself and then the Juneau leaders did as well. Juneau's Mayor, Deputy Mayor and City Manager were present. As were Kirby Day from Princess, representatives from the state and from the forest service.*

*She spoke of the resiliency of the downtown corridor, how the DBA is looking for opportunities to grow activities during the "off" season and how we work together with the city to better our downtown area. When asked about the shuttered businesses during winter, she addressed that although we do have some seasonal businesses, the majority of our businesses (north of Red Dog Saloon) was open year-round and that we have events such as Gallery Walk to encourage locals to head downtown. She also mentioned that we have Eagle Crest, a rich music and artistic culture, and that Travel Juneau encourages visitors to come to Juneau all year. The delegates were very interested in knowing more about off season and how to engage local businesses more in the cruise industry.*

- **Update on Main Street presentation**

*Jill told everyone about how Terrie Latsky wanted to donate money for the consultant that we choose to hire.*

*Evelyn suggests that we reach out to downtown businesses and see if they would be willing to pay for a third of a cost of the Main Street implementer, for the City to pay a third of the cost and for DBA to pay for a third of the cost.*

*The Board agreed to read the proposal in the next day or so and move forward with an email vote.*

*ACTION – Dana to send the proposal and the presentation to the Board so we can make a decision. Evelyn will set up the budget for Main Street.*

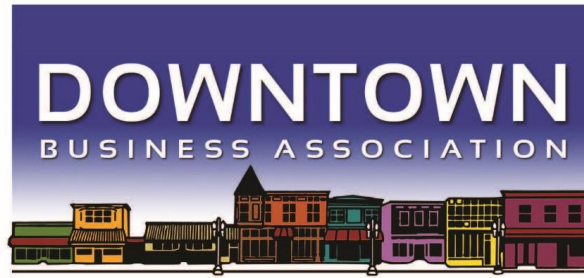
*Board suggestions –*

- *Get case studies on other communities it has worked for*
- *Define the tangibles we walk away with so we can help convince the community*

*ACTION – coordinate a time to meet with Rob Steedle about the Main Street program*

*Jill is asking a board member to ask the City during the DIG meeting if there could be doggy bags in downtown on the light poles.*

*Nancy DeCherney's email about Cash Mobs/downtown burglaries came up and if DBA should act. Jill is suggesting that DBA Marketing co-chairs talk about the Cash Mob idea at the*



*meeting tomorrow.*

*ACTION – Marketing Co-Chairs to talk about cash mob idea tomorrow.*

## **Old Business**

- Pull tabs: Contact with the Imperial -- no movement yet.
- Marijuana businesses downtown -- Jill hasn't gone in yet but the goal is to approach them and introduce the DBA and see if they are willing to become a part of the DBA. Sydney will try to stop by if she sees them open.

## **Reports:**

### **1. Treasurer's Report -- every quarter**

- Treasurer: Colleen Goldrich

*ACTION – Dana to see if Colleen is available for the next proposed date.*

### **2. Committee Reports:**

- Membership Committee—Chair: Nathaniel Dye

*Meets every first Monday of the month at 10AM*

- Update: Member packet drop off
- Pat Race proposal

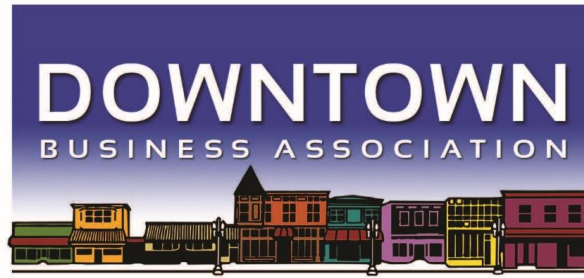
*Nathaniel walks through the Pat Race proposal. Midgi asks the board about the purpose of the map – is it a way finding tool or an art tool? Do we want people to take it because it's cool or because it's a tool? Sydney mentions that this has been talked about at the marketing committee in great detail – the concept is to position Downtown Juneau as a unique + quirky place. Part of our identity as downtown Juneau is this homegrown, quirky look and this map represents that. We are trying to market downtown as an excursion. Eric brings up a couple concerns – if DBA is paying for this then it needs to be representative of ALL DBA businesses – including the seasonal businesses. Sydney – we have to be aware of his proposal for editing.*

*Evelyn – she has experience with this sort of proposal. Arts have editorial control but the board still has the right to veto content.*

*Eric – we need to be very hands on in the first go around and make sure that people are aware of how they are getting represented.*

*ACTION -- Nathaniel will talk to Pat and hammer out all the concerns in regards to editorial and the way it's framed. And letting him know the Board will have final say.*

*ACTION – Membership will design how we should frame this to DBA*



### *Membership.*

- August Board meeting to be a Potential Member Recruiting walk
  - *Friday, August 12 – 9:30AM-12PM*
- Marketing Committee – Co-Chairs: Sydney Mitchell, Pat Race, Collette Costa
  - Meets last Wednesday of every month at 4:30PM at various locations*
  - Marketing Committee report
- Infrastructure Committee – Chair: Evelyn Rousso
  - ACTION – Evelyn needs to talk to Michele about putting boxes on light poles to see if we can have our maps in them.*

### **3. Liaison:**

- Assembly -- Loren not present.
- Juneau Economic Development Council

*Brian gave an update on the District Heating.*

*Thursday afternoon will be the renewable energy meeting and Paul Voleukers will give a recap and lessons learned from Norway and the applications of that project. Juneau Hydropower is trying to implement for this project*

*The economic benefit is clear – 1 – if we're heating with electricity vs. individual diesel we're keeping more money in our down. The second is that the only way that it will be saving by definition just by hooking up. The challenge will be getting people to sign up.*

*Choose Juneau campaign update. Focused on making everyone aware that Juneau is a great place to live, work, invest and long-term recreation.*

*Update on Non-Resident Worker survey, what wave found is that they don't know what we have to offer.*

*Brian – brought up the umbrella idea and how it might be a good idea for the legislative session.*

*IDEA – MakerSpace can make the umbrella stands and the map boxes.*

- Juneau Chamber of Commerce -- none
- The Neighborhood Association -- none

**Next regular board meeting** – *the membership walk on August 12<sup>th</sup>.. The next scheduled Board meeting would be on Tuesday September 6<sup>th</sup> at 8:30AM.*

**Meeting Adjourned at 10:45AM.**