



**DBA Meeting Minutes  
Monday, October 3  
Senate Building meeting space, 3<sup>rd</sup> floor  
8:30AM – 10:30AM**

**Call to Order** – Meeting called to order at 8:40AM.

**Attendees:** Jill Ramiel, Colleen Goldrich, Mark Ridgeway, Midgi Moore, Sydney Mitchell, Evelyn Rouso

**Board Non-Attendees:** Eric Forst, Dana Gunderson, Nathaniel Dye

**Non-Board Attendees:** Loren Jones [CBJ Assembly], Brian Holst & Dana Herndon [JEDC]

**Approval of Minutes of Last Meeting**

Evelyn Rouso motions to approve the minutes. Sydney Mitchell seconds. Board unanimously approves the minutes from previous board meeting.

**Public Participation on Non-Agenda Items** -- none

**President's Report:**

- Update on Front & Franklin meeting

Jill, Eric and Dana G. attended the public meeting. Jill suggested the inclusion of doggie bags and map boxes on the light poles.

**ACTION** – Dana and Jill to reach out to Michele Elfers at CBJ to talk about the idea further.

**Update on Action – Jill met with Michele about this on October 30.**

- Conversation with Christi Erickson re: Cultural District
- Meeting requests from Bob Janes [circulator], Wayne Stevens [Main Street], and Steve Hamilton

**Today's Business:**

- Membership walk follow up
  - Doodle Poll sent out

**ACTION TAKEN DURING BOARD MEETING:** Dana resent the link to the board.

- Main Street update -- November 1 & 2

**ACTION TAKEN DURING BOARD MEETING:** Dana resent current Main St. schedule to the



board.

- Create list of community members that we definitely want there
- 1. Bruce Denton
- 2. Lance Stevens
- 3. Erick Ericksen
- 4. Kirby Day
- 5. Reecia Wilson – confirmed
- 6. Tracy LaBarge
- 7. Nancy DeCherney
- 8. Wayne Stevens
- 9. JPD – Police Chief / Downtown offer Ken Colon
- 10. Liz Perry/Kara
- 11. Norton Gregory
- 12. Rosita Worl
- 13. Michele Elfers
- 14. Daniel Glidman
- 15. Holly Johnson
- 16. Brian Holst
- 17. Christy Erickson
- 18. Pat Race
- 19. Evelyn Rousso
- 20. Rorie Watt
- 21. DBA Board – Jill Ramiel
- 22. DBA Board – Nathaniel Dye
- 23. DBA Board – Dana Gunderson
- 24. DBA Board – Colleen Goldrich
- 25. DBA Board – Mark Ridgeway

ACTION – Dana, Midgi and Jill to personally invite members above on behalf of the DBA board.

**Update on Action: All invites and more were sent out either by email or phone.**

Midgi Moore offered to be a part of events committee for the Main Street event.

Board interested in using the Red Dog for the public meeting on November 1.

ACTION TAKEN DURING BOARD MEETING-- Dana reached out to Eric to see if we could use the venue for the public meeting. Eric said yes. Dana to go to Red Dog on Friday, October 7 to check out the space for seating layout, etc.

- Ad hoc parking committee
  - Rorie looking for someone from DBA Board

Mark Ridgeway offered to be on the parking ad hoc committee.

ACTION -- Dana to let Rorie know who from the board will participating. Mark wants to start



soliciting ideas from the membership – do you have any ideas about parking?

**Update on Action: Dana emailed Rorie and cc'd Mark on 10/4.**

ACTION – Dana to include a question for the newsletter – do you have any ideas about parking? Use a survey method to gauge how membership feels about parking. Where do your employees park?

**Update on Action: Question included in October newsletter.**

- Storefront Star
  - select winner to highlight in DBA Newsletter

ACTION – Dana to send a doodle/survey to the DBA Board to pick the storefront stars. Clearly say who won before. An opportunity to give people a head nod. It is meant to encourage people to work on their storefronts. It came up that we should strategize the best time to announce the winner. A board member mentioned that fall/November is a good time because downtown activity is slower and this could be a good time to put focus on downtown right before the holiday promotions.

**Update on Action – completed.**

We can have 2 categories – storefronts / merchandising award and the next one is the physical improvement.

ACTION – Dana to send out another email to membership clarifying that there are now two categories for storefront star nominations:

1. Storefronts and merchandising displays
2. Physical improvements

Dana to send verbiage to Jill, Sydney and Evelyn to read over.

**Update on Action – completed.**

ACTION – include the storefronts and winners in the newsletter.

**Update on Action – Done. Ben Franklin won.**

ACTION – Renewal clarification email -- The invoices that you received are for your membership renewal and an option to buy an extended listing. If you don't want the ad then just pay membership.

**Update on Action – renewal clarification included in DBA newsletter.**

ACTION – have Pat say something about the map during the Main Street public meeting.

**Update on Action – he presented at the public meeting.**

ACTION – Include space for booths at the Main Street public meeting.

- Pat and map sales
- DBA membership sign up
- CBJ Front & Franklin project

**Update on Action – completed.**



- Map sales strategy – moved to next agenda.

### **Old Business**

- Pull tabs: Contact with the Imperial -- moved to next agenda. ACTION – Dana to ask Eric for an update.
- Marijuana businesses downtown -- moved to next agenda.
- Doggie bags/map boxes on downtown light poles -- see note in President's report

### **Reports:**

1. Treasurer's Report -- *every quarter*
  - Treasurer: Colleen Goldrich
2. Committee Reports:
  - Membership Committee—Chair: Nathaniel Dye  
*Meets every first Monday of the month at 10AM*
  - 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

Signature events– dinner on the dock , color run

Holiday event ideas – Night market [second week of December], a gift in hand is worth two in the mail, Black Fry-Day shopping before public market

**ACTION** – Bring up Holiday Events / Gallery Walk to the marketing co-chairs. Include in the next agenda. *Dana let Pat know to include in the next agenda and suggested that the marketing co-chairs meet before the next meeting.*

**Update on Action – topic brought up at meeting.**

- Old Business: Cash mob idea – pick a date and support local businesses that have been burglarized, meet at Triangle after
- Infrastructure Committee – Chair: Evelyn Rousso  
*The third Friday at noon.*

Came up with the idea of winter windows – vinyl templates and community fun as a way to decorate. A promotion for Main Street.

**ACTION** – Lance Stevens for board and infrastructure committee.

**Update on Action – Jill asked him and he's considering.**

### **3. Liaison Reports:**

- Assembly



Park and Rec is starting to look at their master planning. October 5 [UAS], 10 [Valley Library] and 19 [Centennial Hall], 20 [DZ middle school] public meeting, 6PM-8PM.

City as a Whole meeting on the 10<sup>th</sup>. Fireworks is on the agenda. Been getting a lot of emails about Second and Franklin.

- Juneau Economic Development Council

Economic Indicators are out.

**Next regular board meeting** – *Tuesday, December 6<sup>th</sup> at 8:30AM.*

**Meeting Adjournment at 10:30AM.**