



**DBA Meeting Agenda
Tuesday, July 11, 2017
Senate Building meeting space, 3rd floor
8:30AM – 10:30AM**

The purpose for which this Association is formed is to promote, foster, and encourage downtown business and to act as an advocate on issues that affect downtown business.

Call to Order

Approval of Minutes of Last Meeting

Public Participation on Non-Agenda Items

President's Report

- Annual Meeting -- July 28th at the Hangar ballroom at 8AM
 - Alaska Startup Panel after the meeting
- Main Street course – Dana signed up for Leadership Development. Starts July 13.

Today's Business

- 2017 – 2018 Downtown Revitalization strategy (see attached)

Old Business:

- Pull Tabs – *Abby Williams from Louie's will submit the paperwork needed to start selling our pull tabs at her bar.*
- Navy League / Fleet Week
 - *Update: Dana reached out to Murray Walsh from the local Navy League.*
- Board Retreat
- Greetings Tour Mural
 - Background – national muralists approached a Travel Juneau board member about doing a large scale mural in Juneau. These muralists have been traveling the country with the goal of installing one mural in every state. The only states left are Alaska and Hawaii. So far the duo has gained a lot of decent press so this can potentially be a marketing opportunity for Juneau and lead to organic press coverage. If the mural isn't installed here then it will most definitely be in another Alaskan city.
 - Update: An inter-agency special committee was formed with Travel Juneau and DBA – the JAHC and HRAC have been invited to participate in the committee. The committee will work with the artists to find a location, negotiate price, raise money, and work with the community (including artists) on what exactly will be on the mural. Committee hasn't met yet.



- A member of this committee is interested in making a Mural Toolkit that maps out potential mural locations and who to speak to for permission to paint a mural.
- Flag committee
- Travel Juneau marketing study
- Letter to City about street lighting – Nathaniel

Reports:

Treasurer's Report: Chair: Colleen Goldrich *Meets Quarterly*

- Jill met with JEDC to go over the 2017 budget

Committee Reports:

- **Membership:** Chair: Nathaniel Dye *Meets every first Monday of the month at 10AM*
 - Board membership walk on Friday, August 25th at 10AM
 - Downtown Neighbors Day at the Park – Saturday, August 19th
 - DBA Member Mixer – First week of September
- **Marketing:** Co-Chairs: Pat Race, Collette Costa --*Meets last Wednesday of every month at 4:30PM at Senate Building, third floor*
- **Infrastructure:** Chair: Reecia Wilson *Meets the second Friday of every month at 4:30PM at the Hangar on the Wharf*
 - Rain Paint update
- **Fundraising:** Chair: Midgi Moore.

Downtown Director Report:

- Main St. progress checklist update
 - Crime prevention in other Main Street organizations:
 - City of Philadelphia: Business Security Camera Program
 - Ann Arbor: Crime mapping – a web-based crime map. Pulls incident data every 24 hours from police records management system. People can subscribe to crime alerts and receive email updates.
 - Juneau Empire press opp.
 - DBA Board seat openings
- Monthly Goals
- Quarterly Goals
- Fundraising Goals
- Project Progress
- Meetings



Liaisons:

- Assembly
- JEDC
- Alaska Committee
- Downtown Neighborhood Association

Next Regular Board Meeting: *Tuesday, August 1st at 8:30AM*

Meeting Adjournment

Board Terms:

2018	2019	2020
Jill Ramiel	Dana Gunderson	Midgi Moore
Mark Ridgeway	Eric Forst	Jaysen Katasse
	Nathaniel Dye	



**DBA Meeting Minutes
Tuesday, June 13, 2017
Senate Building meeting space, 3rd floor
8:30AM – 10:30AM**

The purpose for which this Association is formed is to promote, foster, and encourage downtown business and to act as an advocate on issues that affect downtown business.

Board members present: Jill Ramiel, Eric Forst, Jaysen Katasse, Mark Ridgeway, Nathaniel Dye, Sydney Mitchell, Dana Gunderson

Board members absent: Midgi Moore and Colleen Goldrich

Non-DBA Board Members present: Loren Jones (CBJ Assembly Liaison), Dana Herndon (JEDC), Brian Holst (JEDC), John McConnochie (Cycle Alaska), Pat Race (Alaska Robotics)

Call to Order at 8:32AM

Approval of Minutes of Last Meeting -- Eric Forst moves to approve the minutes from the last meeting as presented. Jaysen Katasse seconds the motion. Minutes approved by unanimous consent.

Public Participation on Non-Agenda Items

None.

President's Report

- Navy League and Fleet Week
 - The economic impact of having a Navy boat in town was positive. Let's take the lead and schedule a meeting with TJ, JEDC and the Chamber and see how we can reinvigorate the local council of the U.S. Navy League.
 - Jill suggests that we take it on to invite more of these ships back.
 - Loren Jones mentions that there is the USCG Commissioning happening in Ketchikan this week. Ideally, they'd like to have the ships stationed here at some point but we don't have the dock space to accommodate them.
 - *There are two different issues – one is to have a USCG boat stationed here and another is to have the Navy vessel come in for a visit.*
 - Loren Jones suspects that with the Arctic, there will be more Navy vessels up this way.
 - **ACTION** – Dana to talk to “whoever” and see what we need to do to keep this idea alive. Dana to come back next month with a plan.



- Mark your calendars: DBA annual meeting – July 28th at the Hangar ballroom at 8AM
 - Sydney Mitchell breaks the news that she is resigning from the DBA Board. Mark Ridgeway also planned to resign but will stay on the Board until 2018.
 - **ACTION:** Poll the Board about evening meetings
 - **ACTION:** Dana to send email to membership announcing the two open Board seats.
- Main Street
 - Jill said that we have been working on the Main Street strategy. Jill is asking that we can have everyone look at it and give feedback.

Today's Business

- Mural Fundraising
 - Jill gives the background – this was first brought to a Travel Juneau board member. Jill thought it was a great initiative to collaborate on and it falls in line with our Main Street strategy of “a welcoming built environment.”
 - A couple board members had a problem with hiring muralists/artists from outside.
 - Sydney Mitchell brings up an idea she saw in Boise, Idaho. In Boise, they have fundraisers where they “sell” a parking garage wall to local artists. This is a more inclusive approach and doesn't offend the local artists
 - Mark Ridgeway prefers a local artist and thinks it's worth having a longer process.
 - Sydney thinks that there is a deeper discussion and kick this discussion to marketing committee and how to work with the JAHC and Travel Juneau to have Juneau reflect how artistic our community is.
 - Mark is suggesting that that we make a mural committee and if we can't get buy in from the other groups then we bail on it.
 - Sydney doesn't think it's the best low-hanging fruit
 - Eric Forst agrees with the larger view of things and to do the larger committee. He thinks it's a great longer-term thing. Can we approach local artists saying that have this opportunity – do you want to match it?
 - Nathaniel Dye said he is still caught up on the \$15k.
 - **ACTION – reach out to Nancy (JAHC), Liz (Travel Juneau) and see where the mural committee is and why it stalled. Gather more information and move it to old business.**
- Funding for Main Street Institute for Dana (\$350 for a 3-week course)
 - Mark Ridgeway moves to approve funding for Dana to attend a Main Street online course; Sydney Mitchell seconds the motion. Approved by unanimous consent.

Old Business:



- Pull tabs – Eric Forst had a conversation with Abby Williams from Louie's.
 - **ACTION** – find out what she needs from us for pull tabs.
- Board Retreat -- moved to next agenda
- Travel Juneau Marketing Study -- moved to next agenda
- Alaska Business Monthly – Dana will start asking for news to send to ABM along with First Friday reminders

Reports:

Treasurer's Report: Chair: Colleen Goldrich *Meets Quarterly*

In the future, there will be an additional Downtown Director Report:

- Main St. progress checklist update
- Monthly Goals
- Quarterly Goals
- Fundraising Goals
- Monthly budget update
- Project Progress
- Meetings

Committee Reports:

- **Membership:** Chair: Nathaniel Dye *Meets every first Monday of the month at 10AM*
 - Board membership walk on Friday, August 25th at 10AM
 - Pat and Dana are putting together a list of potential DBA members
 - **Mark is on the board until 2018**
 - **ACTION** – make a little flyer for annual meeting for the Board members to hand out.
 - **ACTION** – create feedback form or surveys for the Annual meeting. Keep it simple.
- **Marketing:** Co-Chairs: Pat Race, Collette Costa --*Meets last Wednesday of every month at 4:30PM at Senate Building, third floor*
 - Downtown Deals map insert
 - Branded Umbrellas
 - Community Dinner on the Dock event was talked about
- **Infrastructure:** Chair: Reecia Wilson *Meets the second Friday of every month at 4:30PM at the Hangar on the Wharf*

Nathaniel says that we need to be all over the city about how Franklin new construction made it so that there is the minimum amount of light.

The City has acknowledged that there needs to be more light in the streets.



ACTION – Nathaniel to draft a note from the Board that's sent to Lorie Sowa, Michele Elfers, Rorie Watt, and Roger.

Mark Ridgeway makes a motion to approve that that the DBA send a letter to the City to emphasize the importance of the light issue downtown. Nathaniel Dye seconds the motion. Motion approved by unanimous consent.

- **Fundraising:** Chair: Midgi Moore.
 - Goal is to raise \$25,000 this year
 - Idea is to have a target of four \$5k - \$6k events/activations per year
 - Fundraising Ideas: Corporate Gift Basket
 - Fundraising event
 - Fundraising idea: corporate sponsorship
 - The committee had their first meeting and discussed the focus and purpose of the committee, which is to raise funds for DBA in response to the city's agreement we come up with 25k matching funds. We are currently looking at several ideas and options to get things off the ground and will have a more detailed report next meeting. Current committee members are Midgi Moore (chair) Jill Ramiel and Alex Brown.

Liaisons:

- Assembly
 - City budget passed since the last meeting.
 - Last night several things came up that will affect downtown:
 - Subcommittee appointed by the mayor that will make a decision about reopening the mine ordinance and whether or not that affects downtown immediately
 - Uber and other ride-share operations -- The CBJ has no ability to regulate how these companies operate. They are ready to move in and are in town recruiting drivers.
- JEDC
 - Enterprise Car-sharing meeting today
 - Educations/Arts committee
 - Juneau Marina District
 - Choose Juneau ad sales
 - Retailer meeting
 - **ACTION** – include in our newsletter – “Loss Prevention Tip of the Quarter”
 - This can be a new member benefit – create a closed group that anyone can join
 - **ACTION** - report back on what other Main Street communities are



dealing with crime/shoplifting/etc.

- Alaska Committee

Next Regular Board Meeting: *Tuesday, July 11th at 8:30AM*

Meeting Adjournment -- meeting adjourned at 10:21AM.