



DBA Meeting Agenda
August 1, 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

- Assembly Taskforce on Homelessness – we should appoint a DBA Board member to serve on the Taskforce
 - BACKGROUND: The Homeless Task Force was established at the 05-22-2017 COW Meeting: "Following discussion, and hearing no objection, Mr. Gregory, Ms. Gladyszewski and Ms. White volunteered to serve on a task force, to work with Mr. Ciambor and the Juneau Housing and Homelessness Coalition, to hold a conversation on the issues regarding homelessness in Juneau and to report back to the Assembly. Ms. White offered, and was appointed, to serve as chair."

Today's Business

- Strategic Plan Session Retreat – what are we trying to achieve, do we need a facilitator, what day?

Old Business:

- Budget
- Pull Tabs – getting a quote for a pull tab box from Scarlett
- Navy League / Fleet Week -- no further activity since last Board meeting
- Travel Juneau marketing study
- Letter to City about street lighting – Nathaniel

Reports:

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



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 – End of August or First week of September
 - Board election
 - 3 Board seat openings – not 2
 - Election date is Sept. 15
 - We're using an online election process

- **Marketing:** Co-Chairs: Pat Race, Collette Costa --*Meets last Wednesday of every month at 4:30PM at Senate Building, third floor*
 - Marketing guidelines drafted by co-chairs – see attached
 - A group pitched the Downtown Restaurant Week for Oct. 9-15
 - Budget: \$750
 - Includes collaboration with Adventure Flow to create a walking Downtown Restaurant Week tour

- **Infrastructure:** Chair: Reecia Wilson *Meets the second Friday of every month at 4:30PM at the Hangar on the Wharf*

- **Fundraising:** Chair: Midgi Moore

Downtown Director Report:

- Update:
 - Main Street classes
 - Juneau Empire press opp.
 - Greetings Tour Mural -- first meeting scheduled for Thursday at 4PM
 - Working on permitting for Neighbors Day
 - Putting together membership packets for Board Membership Walk

Liaisons:

- Assembly
- JEDC
- Alaska Committee
- Downtown Neighborhood Association

Next Regular Board Meeting: *September 5th at 8:30AM*

Meeting Adjournment



**DBA Meeting Minutes
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.

DBA Members Present: Jill Ramiel, Dana Gunderson, Mark Ridgeway, Jaysen Katasse, Eric Forst, Nathaniel Dye, Midgi Moore

DBA Members Absent: Sydney Mitchell, Colleen Goldrich

Non-DBA members Present: Dana Herndon (JEDC), Brian Holst (JEDC), Loren Jones (CBJ Assembly), Pat Race (Alaska Robotics, Marketing Chair)

Call to Order at 8:37AM

Approval of Minutes of Last Meeting -- Eric Forst makes a motion to approve the minutes as presented, seconded by Jaysen Katasse. The minutes were approved by unanimous consent.

Public Participation on Non-Agenda Items – None.

President's Report

- Annual Meeting -- July 28th at the Hangar ballroom at 8AM
 - Alaska Startup Panel after the meeting

Eric Forst suggests that we include a DBA Membership information as well as contact information.

ACTION – Make the membership packet for the annual meeting. *Done.*

- Main Street course – Dana signed up for Leadership Development. Starts July 13.

ACTION – Dana to give an update on what she's learned at the next Board meeting.

Today's Business

- 2017 – 2018 Downtown Revitalization strategy (see attached)

The Board will have a meeting before the next Board meeting to talk about the strategy and budget.



ACTION – Dana to send out a Doodle so we can meet again in the next two weeks regarding the strategy. We will also talk about the budget in that meeting. *Done.*

Mark Ridgeway is requesting that along with the aspirational goals, we put actual milestones in the strategy.

ACTION – put in camera/surveillance in the Infrastructure/Built environment strategy. *Done.*

Old Business:

- Pull Tabs – *Abby Williams from Louie’s will submit the paperwork needed to start selling our pull tabs at her bar.*

ACTION – put something in the newsletter thanking Abby/Louie’s for having a DBA pull-tab box. Make a push for local taverns to have pull-tabs.

ACTION – send Mailchimp info and Google Analytics to the Board.

- 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 -- *DBA is off the hook. It will now be a partnership between Travel Juneau and TPMD.*
- Travel Juneau marketing study -- *moving to next agenda*
- Letter to City about street lighting – Nathaniel -- **ACTION: Nathaniel and Mark will write the first draft of the letter. Jill will edit the letter. Eric is suggesting that we tie it in with the next phase of the project.**



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
 - *An excel was passed around with non-DBA members and the Board members will sign up to talk to the people they know.*
 - Downtown Neighbors Day at the Park – Saturday, August 19th
 - **ACTION-- Reach out to the Churches and have them come. Reach out to Imagination Station and The Canvas and have them host children activities.**
 - DBA Member Mixer – First week of September
 - *Mark is offering his theater for a member mixer. Reach out to Collette about having a movie after the mixer.*
- **Marketing:** Co-Chairs: Pat Race, Collette Costa --*Meets last Wednesday of every month at 4:30PM at Senate Building, third floor*
 - *The next meeting will be the 26th*
 - *Pat says that the marketing committee will work towards finalizing the marketing guidelines. He wants to take the strategy document to the marketing committee and talk about it there.*
 - *Downtown Deals – trial now but it will be monetized in the future to either be revenue neutral or yield some sort of revenue.*

ACTION – Check back with businesses at the end of the season and see how many map boxes they want.

- **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

Raise \$25k to match the CBJ funds.

- *Color Fun Run in March*
 - *Revenue Generators*
 - *Color powder*
 - *T-shirts*



- *Race registration*
- *Fish Fry-Day on Front Street*
 - *Revenue generator:*
 - *\$20/fish box*
 - *Beer Garden*
 - *Merchandise*
 - *Downtown Gift Certificates*

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.**
 - *Mark asked about a shared camera feed.*
 - *Nathaniel – Key is to get a couple more businesses to have cameras on the outside*
 - *Mark – maybe this is something that the infrastructure can head up – shared platforms and we can incentivize them to have cameras.*

ACTION – Share shared camera information. Even if it's a flyer about how to get and install cameras.

- **Juneau Empire press opp. *Moving until we have something to report on.***
- **DBA Board seat openings**
 - *There was discussion amongst Board members about which members we can extend a Board seat invitation to, for example, if non-profits can be included. It was agreed that you have to have an interest in a for-profit business downtown to be a Board member. We are looking for people that own or manage a downtown for-profit business.*
 - *Mark Ridgeway suggests that we review that in the future.*
 - **ACTION: Dana to invite Sean B., Alex B., Charlie H.**
- **Monthly Goals**
 - **Coordination and completion of the Annual meeting -- and promotion**
 - **Solidify details for the first member mixer in the first week of Sept.**
 - **Complete All the permits completed for the Neighbors Day on 8/19**
- **Quarterly Goals**
- **Fundraising Goals**
- **Project Progress**
- **Meetings**



Liaisons:

- Assembly
- JEDC
 - Alaska Startup Week and a few events that we've planned.
- Alaska Committee
- Downtown Neighborhood Association

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

Meeting Adjournment at 10:26AM.

Board Terms:

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