



**DBA Meeting Minutes
September 12, 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, Nathaniel Dye, Dana Gunderson, Midgi Moore (by phone)

Board members absent: Jaysen Katasse, Colleen Goldrich, Mark Ridgeway, Sydney Mitchell

Non-Board members present: Stefanie (Chef Stef), Kenny Solomon-Gross, Dana Herndon, Brian Holst, John Clough (The New JACC), Betsy (The New JACC), Loren Jones (CBJ Liaison)

Call to Order at 8:30 AM.

Approval of Minutes of Last Meeting

Eric Forst moved to approve the minutes of the last meeting; the motion was seconded by Dana Gunderson. The minutes were approved by unanimous consent.

Public Participation on Non-Agenda Items – The New JACC

President's Report

- We're giving a presentation to the Gastineau Rotary on October 12.
- Letter of support for The New JACC
 - After some discussion, **Eric Forst motions that the board signs on to the support statement that The New JACC has on their website. Midgi Moore seconds. All in favor.**
- **Eric Forst makes a second motion that the DBA work with the JAHC board to create a letter of support that they can use in their fundraising. Dana Gunderson seconds the motion.**
 - *ACTION – have something that can be reviewed at the next board meeting. In the works – Dana and Betsy from New JACC have talked and Betsy said she'll reach out to Jill with statement and template for letter. Dana followed up on 10/7 and Betsy said she'll get to it.*
 - *ACTION – provide a link in the newsletter to membership*



- Jill Ramiel gives a brief recap of meetings with Perseverance Theater and The New JACC and Deb Barry.
- Jill Ramiel mentions that we should do a strategy timeline session instead of doing a Board retreat and from there make a work plan. Jill is inviting the Board to come and calendar the objectives.

Member Mixers were discussed. The Board members present are OK with having Mixers more than once a quarter. Eric Forst offers the Red Dog as a location. Jill brings up the idea of a pull tab party at one of the member mixers.

Today's Business

- Taskforce on Homelessness
Kenny Solomon, the DBA representative on the Taskforce, gave an update on the meetings. Warming centers were talked about the previous meeting and the Taskforce is looking for permanent solutions and 'eradicating' homelessness completely. There are a lot of things they are trying to do - like the warming center – but these are temporary fixes. They are extending the Thane Campground until November 15. Another program they are trying to do is ACT.
 - ACTION - Kenny to the next agenda. *Done.*
 - ACTION – include links to the Taskforce agenda and minutes in member newsletters. *Will do.*
- Meeting with the Mayor recap
 - Mayor asked us to reach out with things we'd like his help on
 - Winter windows – visiting business on S. Franklin to encourage them to leave well-it and pleasing storefronts. See "winter windows" update below.
 - Second story renovation incentive – submit a proposal to him
 - Jill addresses Brian Holst about helping with the second story renovation proposal. Nathaniel Dye said he has already looked into it. The mother in law incentives had some funds from the city from the affordable housing fund. Jill asked Nathaniel to keep pushing it forward and Nathaniel said he would pursue it.
 - ACTION –ask Nathaniel about updates before next agenda. *No update yet.*
 - ACTION – look into framework for existing program -- ask Margaret. *Done.*
- Volunteer taskforce (Midgi)
 - Since we're doing stuff we need to look within our committees and members and recruit volunteers to help carry out all the tasks. Maybe look into volunteer taskforce within the committees. She can look into it more.



- ACTION – Jill, Dana, and Midgi will get together after season to look into it more.
- Security service to monitor area around absentee businesses
 - Goldbelt quote: \$4,500/month for three hours early morning and three hours late evening. Two guards per shift.
 - ACTION – send a survey to see if members are interested after Nathaniel looks into the times. *Dana working on survey.*
 - ACTION – follow up with Nathaniel – did he talk to Mike? *Dana followed up. Nathaniel will update Board at next meeting.*
 - Get together a SoDo (South Downtown) retailer committee to spearhead this?
 - Jill is asking if anyone is interested in forming this committee, or if we should let this go. The purpose would be to zero in on issues in that area.
 - Eric thinks that we need to do more outreach to businesses on South Franklin and notify them of board meetings and events.
 - ACTION – REMIND the board about this in March --- include in newsletter that there will be a spring meeting for retailers and know the rules and regulations.
- Neighborhood Liaison – looking for a liaison.

Old Business:

- Letter to City about street lighting – Nathaniel. **Take off the agenda.**

Reports:

Treasurer's Report: Chair: We need a new Treasurer *Meets Quarterly*

- Financials – attached
 - ACTION – get the accounts receivable coordinated.

Committee Reports:

- **Membership:** Chair: Nathaniel Dye *Meets every first Monday of the month at 10AM*

Membership Walk recap

Eric:

- Alaska Marine Lines
- Imperial
- Key Bank

Jaysen:

- Cadigan Enterprises



- o Capital Service
- o Franklin St. Barbers
- o Frontier Gifts
- o George's Jewelry
- o M&M tours
- o Seong's Sushi
- o Wostmann & Associates

Jill:

- o Sheinberg Associates
- o Southeast Medical Clinic
- o The Rendezvous
- o Benjamin Gilbert

Nathaniel:

- o Wilson Engineering
- o Haight & Associates Properties
- o Oceana
- o Salon Cedar

Midgi:

- o V's Cellar Door
- o Barnacle
- o Forno Rosso
- o Randy's Rib Shack

Dana:

- o The Alaska Fur Gallery
- o Harley Davidson
- o Poki Poki

Board Elections are on Sept. 15 -- We're using an online election process

It was discussed that new board members join the board at the next meeting and have them start immediately.

Marketing: Co-Chairs: Pat Race, Collette Costa --Meets last Wednesday of every month at 4:30PM at Senate Building, third floor

- o A group pitched the Downtown Restaurant Week for Oct. 9-15

Budget: \$720

- Flyers and posters -- \$250



- Social media boost -- \$150
- Prize reimbursement -- \$50
- Flyer distribution -- \$70
- Separate r.w. website for the year -- \$150

Branded umbrellas:

- Someone asked who would manage this. Dana Gunderson said her staff can run it
- ACTION – ask in newsletter – who wants an umbrella bucket?
- Minimum of 24 purchase. Pilot program during legislative session. Maybe better to start with DBA brand. If it works then we can solicit with everyone else.
- ACTION – get together and determine a color, and put DBA logo on it. ERIC will check with his vendors and see if we can get cheaper.
 - Brian will ask if Alaska committee if they can fund this

Working on Downtown Deal inserts

- Membership benefit is the opportunity for this advertising opportunity.
- ACTION - tell marketing committee that we are charging for downtown deals – cover costs and Dana's time and add 5%. Done.

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

- Winter Windows – Goldbelt is passing out flyers and encouraging businesses to participate in the 'downtown art walk' art contest. Partnership between AEYC, JEDC, and CDD.

ACTION – get list of businesses that are not compliant with winter windows and give it to CDD and do follow up with Nathaniel and the mayor.

Fundraising: Chair: Midgi Moore

- Downtown Gift Certificates
 - The idea is to have a universal downtown gift certificate that people can use at participating downtown businesses. DBA will reimburse the business 90% of the amount used and will keep the remaining 10%
 - ERIC – cannot have expiration dates on G.C. Eric would be on board with participating.

Downtown Director Report:

Update:

- Main Street classes – done and received certificate of completion
- Greetings Tour Mural



- Neighbors Day recap
- UnCruise – “Alaska Awakening” campaign and Member Mixer on 9/26
- Member Mixer recap

Liaisons:

Assembly

- Oct 3 is the election
- Thurs – league of women voter candidate forum and the chamber too
- Public safety taskforce is sept. 21
- HRAC meets on oct. 4

JEDC

Alaska Committee

Next Regular Board Meeting: *October 3, 2017*

ACTION – move to the 10th.

Meeting adjourned at 11 AM.

2017	2018	2019
Mark Ridgeway	Dana Gunderson	Midgi Moore
Sydney Mitchell	Eric Forst	Jaysen Katasse
Colleen Goldrich	Jill Ramiel	Nathaniel Dye