



Board Meeting AGENDA
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.

Call to Order

Approval of Minutes of Last Meeting

Public Participation on Non-Agenda Items – The New JACC

President's Report

- We're giving a presentation to the Gastineau Rotary on October 5
- Letter of support for the new JACC
- Recap of meetings with Perseverance Theater, The New JACC, and Deb Barry

Today's Business

- Meeting with the Mayor recap
 - Mayor asked us to reach out with things we'd like his help on
 - Winter Windows – visiting businesses on S. Franklin to encourage them to leave well-lit and pleasing storefronts. See “winter windows” update below.
 - Second story renovation incentive – submit a proposal to him
- Volunteer taskforce (Midgi)
- 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.
 - Get together a SoDo (South Downtown) retailer committee to spearhead this?
- Neighborhood Liaison

Old Business:

- Letter to City about street lighting (Nathaniel)

Reports:

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

- Financials – attached



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

Jill:

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

Nathaniel:

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

Midgi:

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

Dana:

- The Alaska Fur Gallery
- Harley Davidson
- Haa Shagoon
- Poki Poki

- Board Elections are on 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*
 - Downtown Restaurant Week -- Oct. 9-15
 - Budget: \$720



- Printing for flyers and posters: \$250
- Social media boost: \$150
- Prize reimbursement: \$50 g.c. to any participating restaurant
- Flyer distribution: \$70
- Separate R.W. website for the year: \$150
- Working on Gallery Walk
- Working on Downtown Deal inserts
- **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
 - Dana will follow-up and ask the Mayor to join
- **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%.

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

Liaisons:

- Assembly
- JEDC
- Alaska Committee
- Downtown Neighborhood Association

Next Regular Board Meeting: *October 3, 2017*

Meeting Adjournment

2018	2019	2020
Mark Ridgeway	Dana Gunderson	Midgi Moore



Sydney Mitchell	Eric Forst	Jaysen Katasse
Colleen Goldrich	Jill Ramiel	Nathaniel Dye