



**DBA Meeting Agenda
December 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

President's Report

- DBA (Re)-Branding
- Travel Juneau
- Website

Today's Business

- Elect a finance chair
- 2018 Budget

Old Business:

- Main Street Conference -- \$505 for members – early-bird.
- Update on Security Co-Op follow-up.
- Upstairs renovation incentive proposal. *Scott and CDD are working on an initial step of a downtown inventory that looks at what exists and what is the potential for housing development (min, max). Once this info is available and some analysis is done we will develop a survey (written, phone) and contact all of the property owners to discuss interest in development, barriers to development, and the potential incentive needed to consider housing. This information is needed to inform the creation of a Downtown Upstairs Program in terms of where to target program/incentive and to make sure that the program would be funded at levels to tip the scales toward housing development.*
- Downtown Salon. *Happening in 2018.*

Reports:

Homeless Taskforce: Kenny Solomon



Treasurer's Report: Chair: *Meets Quarterly*

Committee Reports:

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

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

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

- **Fundraising:** Chair: Midgi Moore
 - Santa's Work Shop

Downtown Director Report

- Winter Promotions – recap
- Newsletter
- 2018 work plan session with committee chairs
- 2017 Achievements

Liaisons:

- Assembly
- JEDC
- Alaska Committee

Next Regular Board Meeting: *Tuesday, January 2*

Meeting Adjournment



**DBA Meeting Minutes
November 7, 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, Dana Gunderson, Nathaniel Dye, Jaysen Katasse, Charlie Herrington, Sean Boily

Board members absent: Midgi Moore, Eric Forst, Tommy Vrabec

Others present: Dana Herndon, Loren Jones, Alan Safer (Integra Realty Resources), Kim Wold (Integra Realty Resources), Kenny Solomon, Pat Race

Call to Order at 8:30 AM.

Approval of Minutes of Last Meeting

Sean Boily moves to approve the minutes from the previous board meeting; Jaysen Katasse seconds the motion. The minutes of the October Board meeting were approved by unanimous consent.

Public Participation on Non-Agenda Items – Integra Realty Resource made a presentation on behalf of Morris Real Estate Group and the Archipelago lot development.

President's Report

- DBA (Re)-Branding. *Modernizing our logo.*
- Meeting with AIA recap. *Goal was about collaborating on Storefront Stars project.*
- Member Mixer recap.
- Main Street Conference -- \$405 for members – early-bird. **March 26 – 28.**

Jill asked if Board members were interested in attending the Main Street Conference. Sean Boily said he was potentially interested.

Today's Business

- Parking in Brickyard letter – *attached.*

Nathaniel Dye makes a motion to approve this concept of the letter with the revisions



discussed. Charlie Herrington seconds the motion. The motion is approved by unanimous consent.

ACTION – Dana to re-edit and recirculate. Done.

- 2nd and Franklin letter of support
 - Nathaniel is suggesting that when we write the letter and that we note that it's not reflective of complete membership agreement and that some members are concerned about lack of parking.

Nathaniel Dye makes a motion to draft a new letter and circulate it to the Board for final approval. The letter will reflect that there is still concern amongst members about parking. Charlie Herrington seconds the motion.

ACTION – write the letter ASAP. Done.

Kenny – as a member – expresses that he's less excited about it because it's not market-rate housing. Nathaniel is saying that anything we can do to increase downtown presence is a positive thing. He doesn't see a net negative.

Old Business:

- Update on Security Co-Op follow-up. *Survey sent. 30 responded.*
 - 51.72% support the idea of a security co-op
 - 48.28% don't
 - 28.57% are willing to pay \$100-\$300/month
 - 42.86% are not.

ACTION – meet with Jill and Nathaniel and Charlie on Thursday. Done.

- Lt. Colon donations. *Check given to Officer Colon. Thank you sent to people that donated.*
- Downtown Salon. *Followed up with Northwind to see when it can happen.*
- Update on upstairs renovation incentive proposal. *Included in notes to mayor. Next is to talk to Scott Ciambor and have him help us write a proposal.*

Reports:

Homeless Taskforce: Kenny Solomon

The Assembly voted in the warming center at the Assembly meeting. They are shoring up the Whittier property. That is a temporary fix. The scattered housing is something that the task force is pushing for and the Assembly liked it too. The Assembly talked about reaching out to



other organizations to staff that. It may be for just this year.

The way we approach the homeless has to be a holistic thing. Looking forward to seeing some data and info from the hospital about housing first.

Treasurer's Report: Chair: *Meets Quarterly*

Committee Reports:

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

ACTION:

- Jill to reach out to Christy. *Done.*
- Dana to draft a Letter to the Editor and reiterate what the DBA does and thank the businesses that take part. *Done.*
- Jill to eventually write a My Turn for the Empire.

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

ACTION:

- Send member email on Gallery Walk. *Done.*
- Ask Sydney what ideas she has for Seward Street. *Done.*
- Write a media alert that announces the lineup for winter events. *Done.*

- Recap of Restaurant Week
- Downtown Deals

Second round was sent out.

- Umbrella pilot project

ACTION Trolley:

- Ask Duff if we can use the parking lot. *Done.*
- Ask radio station about promoting trolley. *Done.*

- **Infrastructure:** Chair: Reecia Wilson *Meets the second Friday of every month at 4:30PM at the Hangar on the Wharf*
 - Winter lights. *Mark and Sean will ask Daniel G. if he's willing to have lights hung from SALT to Subway. Dana will purchase lights.*

It was decided to do the lights next year.



- Media angles
- Storefront Star
- Chair lift benches – *we reached out to Eaglecrest marketing guy. Next is to write a proposal.*

ACTION – Reach out to Eaglecrest to get one of the benches this weekend so that Sean can make a demo. *Done.*

- **Fundraising:** Chair: Midgi Moore

ACTION – do the sponsorship package ASAP. *Partly done.*

Downtown Director Report:

- Update:
 - Greetings Tour Mural
 - Member Mixer
 - Met with Juneau Radio Center

Liaisons:

- Assembly
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ACTION – send out the Docks and Harbors master plan docs to the membership. Encourage the membership to attend the Nov. 30 meeting. *Done.*

- JEDC

Alaska Municipal League at the same time at the Innovation Summit. AML too.

- Alaska Committee
- Travel Juneau
- Chamber of Commerce

Next Regular Board Meeting: *Tuesday, December 12th*

Meeting Adjournment at 10:34 AM.