



**DBA Meeting Agenda
July 10, 2018
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

- 5 MINUTES: Introduce George Schaaf, Director of CBJ Parks and Rec.
- 25-30 MINUTES: Allison Eddins, from CDD, to engage the DBA Board as the City updates the Preservation Plan.

Background: "If adopted, this plan will guide our borough-wide preservation policy for the next 20+ years. We spent 2016/17 reaching out to Juneau residents and these outreach efforts were successful. We also got received good feedback from DIG attendees. However, I'd like to hear more from the downtown business community. I was hoping to meet with the two of you sometime in the next two weeks. I can meet anytime and should only need an hour, at the most. I would like to explore the follow questions:

- *How do downtown business owners currently view preservation? Is it negative, positive or neutral?*
- *How do the Historic District Design Standards and Guidelines impact business owners?*
- *How can the preservation plan support the Main St. initiatives?*
- *How can preservation be an economic driver?"*

Old Business

- JEDC Contract – Executive Committee to review and make a recommendation to the Board by August meeting.

Today's Business

- Security co-op decision

Downtown Director Report

- Strategy Plan recap [below]
- New logo in the works
- Board Insurance quotes in the works
- Annual Special Event Policy also in the works



Strategy: Foster an attractive, safe, and clean environment that attracts people downtown

Objective: Increase Property Investment and Reinvestment:

- **Storefront Star** --- moved to 2020
- **Main Street Accreditation:** Dana submitted the Checklist to the Main Street consultant. Pending her feedback.

Increase interest in and in the amount of public art downtown:

- **Mural:** we missed this! The mural is now in Anchorage.
- **Rain Paint:** Downtown currently has two Rain Paint installations. Three more installations happening soon! One in Russian, Tagalog, and Norse.

Reduce Crime Downtown:

- **Security Cameras:** Mark Luchini to provide information at the Annual Meeting.
- **Security Co-Op:** Survey distributed to members. JEDC making a recommendation to the Board.
- **Information-Sharing with JPD:** Invited JPD and Officer Colon to the Annual Meeting. Officer Colon can give an announcement about his Crime Prevention through Design service.

Light up Downtown through winter

- **Winter Windows:** Reached out to AEYC to see if they wanted to do another collaboration this year. Completed in 2017 through a collaboration with AEYC and JEDC.
- **Design winter light plan:** Infrastructure committee members put a bug in the ear of some property owners. On the next Infrastructure Committee agenda.

Strategy: Improve Access to, from, and within Downtown

Objective: Promote transportation other than single-passenger vehicles

- **Promote Bus Usage:** Inviting Capital Transit to the Annual Meeting.
- **Parking:** Parking video in the works. Concept and videographers outlined.
- **Bike Access:** hasn't been worked on yet.

Increase ease of walking downtown

- **Branded umbrellas:** Dana to come up with a system for the next Legislative Session.
- **Continue to improve DBA Map & Guidebook:** we can incorporate feedback from this year into next year's map.
- **Parklet Day:** Dana and Chris Mertl to come up with a parklet space idea!
- **Inform members of their sidewalk responsibilities:** We can include this in the Annual Meeting! In member packets but we can include in the next newsletter.
- **Wayfinding** – Did walk audit and identified spots for the signs. Dana and Nathaniel to talk to Ed Foster. Next meeting on July 15th



Strategy: Downtown is a Family-Friendly Destination year round

Objective: Program Quarterly Family-Friendly Events

- **Gallery Walk:** Continue to engage members and improve.
- **Neighbors Day at Capital Park:** One down. Need to plan another one. We had planned for one in April but time got away from us.
- **Free parking for winter shoppers:** we wrote a letter to the City Manager about free parking but we should write the letter again and submit sooner for 2018 shopping season.
- **Create a signature DBA Fundraiser** Maybe Cornhole can be that? Or Color Run?
- **Bike event:** DBA participated in Bike to Work Day. The Bike to Work Day event was successful in Dana's opinion considering it was the first year DBA had a station.
- **Collaboration with Community Partners:** How can we collaborate more with JAHC for First Friday?
- **Plan and Host a Downtown Fun Run Fundraiser:** Done and successful!
- **Downtown Restaurant Week:** Done and successful. DBA Board decided to do it once a year.
- **First Friday:** There's room for growth here. Discussion to be included in the marketing committee.
- **Continue Downtown Deals inserts:** Done. The DBA Board has decided to do it twice a year.
- **Downtown Marketing: Marketing Downtown like a Tour/make commercial/video:** an overall marketing strategy needs to be made. I started working on one.
- **Be a part of DIG Cleanup Day or Litter Free:** Didn't happen. Move to 2019.
- **Downtown Swagger:** Didn't happen. Move to 2019.

Reach out to organizations with a youth focus to hold events downtown

- **Local organizations:** Need to still make a list of relevant organizations and invite them to host events downtown. Already reached out to Girl Scouts to have them baby sit during Gallery Walk.
- **National outreach:** Kid list has been designed into a brochure. Drew Green will distribute to all the shops once it's completed.

Reports:

- **President's Report**
 - Wayfinding Contract
 - Wayfinding for Main Street
- **Treasurer's Report:** Chair: Jaysen Katasse *Meets Quarterly*
- **Membership:** Chair: Nathaniel Dye *Meets every third Wednesday of the month at 10AM*



- Membership Walk on July 27th from 11 AM - 1 PM
- Annual Meeting on Thursday, August 16th from 5:30 PM – 7:30 PM at the T.K. Maguire's bar
- **Marketing:** Co-Chairs: Charlie Herrington and Dana Gunderson--*Meets last Wednesday of every month at 4:30PM at Senate Building, third floor*
 - Mock website by August BOD meeting
 - Parking PSA -- in the works
- **Infrastructure:** Chair: OPEN SEAT-- *Meets the second Friday of every month at 4:30PM at the Hangar on the Wharf*
 - Parklet Day
 - Rain Paint
 - Security Program
- **Fundraising:** Chair: Midgi Moore – *Meets on the second Wednesday of the month at 2 PM at the Juneau Food Tours HQ*
 - Cornhole Tournament RECAP

Liaisons:

- Travel Juneau
- Assembly
- JAHC
- JEDC
- Alaska Committee

Next Regular Board Meeting: Tuesday, August 7th

- Next Up: Jessica Spurrier from JAHMI Health & Wellness. She wants to talk about Narcan kits at downtown businesses.

Meeting Adjournment