



DBA Meeting Minutes
April 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.

Board members in attendance:

Jill Ramiel
Tommy Vrabec
Charlie Herrington
Nathaniel Dye
Dana Gunderson
Eric Forst

Board members absent: Jaysen Katasse, Sean Boily

Others present:

Dana Herndon, JEDC
Marc Wheeler, Coppa
Loren Jones, CBJ Assembly
Liz Perry, Travel Juneau

Call to Order at 8:33 AM. Quorum was established.

Approval of Minutes of Last Meeting

Eric moves to approve the minutes; seconded by Dana. There were no changes and the minutes were approved as presented.

Public Participation on Non-Agenda Items -- None.

Downtown Director Report

- Main Street conference recap

Dana Herndon gave a recap of the Main Street conference that she attended with Jill. Included in the recap was a brief overview of the Main Street approach and why the DBA has committed to the process. Dana gave a brief recap of the DBA strategic plan and the objectives that were identified during the Main Street public process.

- Security Update – Bootlegger and Snowcloud Services

Dana gave a recap of security co-op options, including quotes and services that would be included. This idea was revisited because of the recent series of break-ins that have affected DBA Members. There was discussion around the idea of a security co-op managed by the DBA. Eric mentioned that ideally, it'd be



great to have some downtown security, even though we may not need it all the time. He pitched the idea of doing some sort of partnership with CBJ/JPD that included temporarily using some resources to fund a police officer position. The discussion briefly moved to security cameras. After some discussion, the Board decided it'd be best to reformat the security survey and circulate to membership. Loren said he would mention this to the JPD Police Chief and with Rorie Watt at a meeting he had with them later in the week.

ACTION – reformat survey and send out and include security cameras.

- DBA maps & guidebook

Dana updated the Board that the maps have been sent to the printers and were expected before the first big cruise ship.

- “Downtown Awakening” and Downtown Deals

Dana mentioned that enthusiasm for the Downtown Deals has waned and that she was working on the call for participants for the Downtown Awakening brochure, an exclusive insert for small cruise ship passengers.

Action: do a call for Downtown Awakening participants.

- Scott Ciambor update: the only update is that the CBJ Accessory Apartment Incentive Program has been funded and is available for use. **Action -- Ask Scott about the inventory, which is specific to DBA initiatives.**
- Upcoming sponsorship meeting with Alaskan and Holly & Tanja. **ACTION: Give talking points to Eric. Charlie and Dana to talk to Kirby. Dana to talk to John Binkley. Follow up with Alec on AEL&P. ACTION – the Board will reach out to 1-2 contacts for sponsorship. ACTION – send Jill the old list of businesses that was used for membership walk.**
- AARP grant for chairlift benches

Dana reported that she's working on it. The grant is due in mid-May.

- Upcoming BOD guests:
 - Parks & Rec. onboarding with George Schaaf – June BOD meeting
 - Edric from Filipino Community – July BOD meeting

Reports:

- **Treasurer's Report:** Chair: Jaysen Katasse *Meets Quarterly*
- **Membership:** Chair: Nathaniel Dye *Meets every first Monday of the month at 10AM*
 - Request to change meeting date/time

Action: Dana to send doodle poll to membership committee to establish new standing meeting.

- Next member mixer on Thursday, April 26th at Capital Café
- Annual Meeting on Friday, June 29th at 8:30 AM **at Hangar ballroom**
- **Marketing:** Co-Chairs: Charlie Herrington and Dana Gunderson--*Meets last Wednesday of every month at 4:30PM at Senate Building, third floor* ^[L]_[SEP]
 - Restaurant Week recap
 - **ACTION – send out a survey. Table tents next time. Kid specials attached to the menus or kids eat free. One restaurant week in October.**
 - **ACTION – send a doodle for schedule.**
- **Infrastructure:** Chair: OPEN SEAT-- *Meets the second Friday of every month at 4:30PM at the Hangar on the Wharf*
 - **ACTION – bike to work day. Partner with FreeWheelers.- Project Protect. Reach out to**



John MConnnochie.

- **Fundraising:** Chair: Midgi Moore
 - Color Run this month!

Midgi goes through the Color Run. Expected expenditures are \$2,000 and expected revenue is \$6,700.

- Sponsorship packet
- Cornhole Tournament – Charlie walks through the cornhole tournament.

President's Report

- Main Street recap
- Wayfinding recap
- Meeting with Daniel G.
- Advisory committee

Old Business:

- 2018 Budget Approval

Today's Business

- CBJ Request for Funding
 - Dana H. suggested we do a one sheet that recaps what we've done and then another one sheet with our ask of \$75k that outlines what we plan to do with the funds.
- Advertising on Buses letter of support – Marc
 - Board voted to send the letter. Change the name to the Board instead of just Jill. Eric makes a motion to send the letter but changing it to the Board and Charlie seconds. Unanimous consent
- Pull tabs update -- Eric . Rob from the Imperial has agreed to have a couple of our boxes. In exchange we pay the fee.

Liaisons:

- Travel Juneau
 - Travel Fair is on the 21st from noon – 4 PM.
 - First Ship – April 30th
- Assembly
 - \$450,000 for wayfinding
 - 23rd is the next assembly meeting
- JAHC
- JEDC
- Alaska Committee

Next Regular Board Meeting: Tuesday, May 1

Meeting Adjournment at 10:26 AM