

**DBA Meeting MINUTES**  
**March 6, 2018**  
**Senate Building meeting space, 3<sup>rd</sup> 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  
Jaysen Katasse  
Eric Forst

**Board members absent:** Midgi Moore

**Others present:**

Loren Jones, CBJ Assembly  
Darren Kelly, Travel Juneau  
Julie Hamilton, JEDC  
Brian Holst, JEDC  
Ben Brown, JAHC

**Call to Order at 8:35 AM.** Quorum was established.

**Approval of Minutes of Last Meeting**

Jaysen moved to approve the minutes; seconded by Charlie. There were no changes and the minutes were approved as presented.

**Approval of Agenda:**

Jill asked to add items to the agenda: Snow Shoveling and JEDC Contract. JEDC asked for discussion/action on the DBA Budget. With no objection, these items were added.

New agenda items  
Snow Shoveling  
JEDC Contract  
DBA Budget

**Public Participation on Non-Agenda Items – None.**

## **President's Report**

Jill commented that she would meet with the Juneau Delegation at the Capital and identified the following downtown issues:

- Parking at Willoughby
- Umbrella Project
- Alaska Mental Health Trust Authority waterfront land sales.

There was brief conversation about each of these topics. More input is welcome on topics to be discussed.

What is the structure in place to support the Umbrella Project? Brian mentioned that he thought DBA members were going to move umbrellas around as needed. There was some uncertainty about who would take on the occasional task of monitoring the umbrella stands. Staff will follow-up.

## **Today's Business**

- Corporate sponsorship and individual memberships
- DIF
- JEDC Contract
- Snow Shoveling
- DBA Budget

## **Corporate sponsorship and individual memberships**

The Sponsorship Packet and Forms were distributed in the Board packet. Thanks to Midgi and Dana for developing a proposal. Feedback from the Board was solicited.

Board members reviewed the proposal. Some wanted more time to review and offered to provide their comments later in the week (none was received). Comments/feedback at the meeting were generally along the following lines:

- Levels seem too high. Starting at \$6,000 seemed too high for the top tier, especially in the first year.
- Linking benefits across events throughout the year was viewed as positive.
- Can only DBA members be sponsors? There was not consensus on this point, though no one wanted to turn money away.
- The program should be modest in the first year, meaning funding levels should be relatively low and easily accessible.
- Consider in-kind contributions to pay for sponsorships.
- What is the value to sponsors? What is the return on the investment of sponsorship dollars? They get promotion where DBA promotes itself and at DBA events. Sponsors also promote themselves to DBA member businesses.
- Some sponsors will need a DBA W-9 form to contribute.

- Some sponsors will prefer to attend an event with clients rather than pay for sponsorship. Those types of benefits (table sales, for example), should be considered.

Action—Feedback will be given to Midgi (Chair) and Dana to help work-up another version to discuss at the next DBA meeting.

### **DIF (Downtown Information Festival)**

The Downtown Information Fair is an event to help seasonal businesses access information they need to know to help them operate in Juneau more effectively, including downtown issues, parking, employee housing, garbage pick-up, etc. Another goal is to meet the neighbors and, generally, get oriented to operate in the summer.

Who is the target of the DIF: Managers or Employees? The consensus was that DIF is targeted at Owners and Managers. This contrasts with the SWAGGER event of several years ago that was targeted at employees to help them get acquainted with services and products available in other locations in downtown.

It was suggested that the Cornhole Game be an event in conjunction with the DIF in order to attract more attendance. After some discussion, it was decided that the Cornhole Game (fun for teams and employees) might not be the best fit with an information event for owners and managers. Cornhole Game was suggested as a potential fundraiser (see below).

*Board members decided to not create a DIF event this year.* Instead, they would like to provide information to owners and managers of businesses during the Annual Meeting, which would take place early in the season.

The following ACTIONS resulted from the discussion:

- Cancel DIF.
- Include DIF information at Annual Meeting. Hold Annual Meeting relatively early in the season so that information to members is most valuable.
- Marketing Committee: Consider a SWAGGER event for this year.
- Fundraising Committee: Charlie volunteered to lead a sub-committee to create fundraiser around a Cornhole Game event.

Cornhole: It was explained by Charlie that the Hangar owns the equipment and had experience hosting a \$75 per team tournament, with 60 participants. The event lost money because of the amount of staff time involved. Charlie said it could be an effective fundraiser if DBA members volunteered their time to organize and implement the event. Cornhole is fun and could be a member mixer activity and a way to build camaraderie amongst businesses.

### **Snow Shoveling:**

Jill commented that she is disappointed that the State has not maintained sidewalks snow and ice free this winter, especially in the area from Main Street to Gold Creek. The lack of snow/ice removal from in front of Centennial Hall is especially disappointing as it makes it hard for visitors attending events to go back and forth into town. She feels that CBJ and DBA should be more proactive with the State and local businesses/organizations to insist they keep sidewalks clear. Path of travel for events and visitors should be a high priority.

There was some discussion. Comments included:

- CBJ Manager Rorie Watt apparently said that snow shoveling fell behind because of lack of employees.
- DBA should be pro-active with CBJ and others about ice and snow removal issues.
- Centennial Hall, Travel Juneau, JAHC and JEDC should also be more vocal.
- One of the goals of DBA is to “Improve access to/from downtown” so we should not be patient with lack of attention to these matters, even if it is the responsibility of others (like the State).
- Hard to fight against Mother Nature.
- We live in Alaska, so expectations about snow removal should be within that context.
- Loren said that CBJ does not have a budget issue regarding snow removal.
- Invite Ed Foster, City Roads Maintenance, to a meeting at the beginning of the next year.
- Consider handing out snow cleats in the winter to guests.

**Action—Request CBJ Management to be more pro-active with insisting that State of Alaska do a better job. DBA be pro-active with sidewalk cleaning early in the winter.**

### **JEDC Contract:**

Jill used the example of the lack of pro-active attention to snow removal (above) as an example of where she believes the JEDC staff member should be more pro-active.

Jill expressed that she has expectations regarding communication and up-to-date information. For example, she would like:

- Committee meeting minutes. Jill wishes they were done for each meeting.
- Communication to Board. Updates to board is too infrequent.
- Member updates: would like to see greater support to push out events.

There was discussion around these communication items. There was discussion on whether committee meeting minutes are to be taken and distributed by committee chairs, not staff. This reduces staff costs. Updates to Board members have been

positively received but more frequent updates are welcome. DBA events have been well-attended, though committee meetings are not that well-attended. Try to communicate to broader membership about committee meeting times so that more can participate.

There was some discussion on the overall role of JEDC as staff. Should the staff person lead the efforts of DBA (Jill advocates for this) or follow the lead of DBA President and Board (Jaysen articulated this view)?

There is a question of activities of DBA and how active Board member should be versus staff. Consensus was that with limited budget, DBA requires an active Board to be most effective.

There is a plan developed by Dana, Jill and others for this year. How well is it being followed? Why do items not on the plan keep emerging? Why do items on the plan seem to not get sufficient attention?

General Comments/Suggestions:

- Use CBJ Communications staff, Lisa Phu, to amplify communications, including PSAs about construction on Front Street.
- Follow the work plan more closely.
- Share the annual work calendar with the full board.
- Adopt the budget (see below).
- Committee Chairs should be present at each Board meeting.

**Actions—Share Work Plan with full Board. Clarify with Committee Chairs who will send out agendas, invitations and minutes from meetings. Adopt budget. Staff can be more pro-active.**

### **Budget**

Julie Hamilton, JEDC, shared the budget for Calendar Year 2018. Input from Committee Chairs is still pending. We would like to have the Board adopt the budget, which will help keep the work of staff more focused.

Charlie, from the Marketing Committee, brought budget input. Marketing expenses were suggested and will be sent to Julie.

- Gallery walk \$2,500
- Restaurant week \$900 (2x450)
- Color run fundraiser expenses \$800
- Downtown Minute (1 per month, \$1800 a year): *Deemed not a good idea by fellow Board members.*
- Donuts and Deals, Downtown Deals, Black Friday through the holidays \$1,200

- PSA video series (pro-active on issues downtown). Plus, promotion of posts. \$2,000
- Total Marketing budget estimated at \$8,000

The Front Street Dinner was removed from the budget because it represented too much work with too little potential for raising funds.

**Action—The budget was “tentatively approved” pending additional information from Committee Chairs. Budget input is welcome through the next meeting. Approval of the 2018 DBA Budget will be on the April meeting.**

**Reports:**

**Treasurer’s Report:** Chair: Jaysen Katasse *Meets Quarterly*  
All committee chairs need to provide a work plan with budgets!

**Action—will finalize budget for adoption at next meeting.**

**Committee Reports:**

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

**Action—Plan Annual Meeting.**

**Marketing:** Co-Chairs: Charlie Herrington and Dana Gunderson --*Meets last Wednesday of every month at 4:30PM at Senate Building, third floor*

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

**Fundraising:** Chair: Midgi Moore

**Action—Revise the Sponsorship Program**

**Action—Charlie will start subcommittee on Cornhole Fundraiser**

**Liaisons:**

Travel Juneau (Darrin Kelly)

- Annual Travel Fair is April 21<sup>st</sup>. Ramping up the volunteer recruitment effort to get volunteers recruited and trained up.

Assembly (Loren Jones)

- Centennial Hall Management Agreement input sought by CBJ on March 19, 4:30. A management agreement is being considered for Centennial Hall with the Juneau Arts and Humanities Council. There is issue of study on impact on PERS for eliminating positions.

- Planning Commission and Assembly Joint Committee Meeting  
There was a memo from Beth McGiven about downtown planning. CDD will pull together all plans for downtown, compile all actions, determine what actions are complete, and determine what activities have occurred and what is pending. They will then prioritize. There are about eight plans that touch on downtown or effect downtown. This will be a year or two long process. Assembly Question: do a new Comprehensive Plan or a Downtown Plan? There was some discussion that a downtown plan is lost. Does CBJ have a vision for Downtown?

#### JEDC

- Juneau's first Start-Up Weekend is March 23-25.

#### Alaska Committee

- Next meeting is March 14. JEDC and Alaska Committee are conducting a survey of people visiting Juneau on business. And, for the first, time there will be a survey of all members of the Legislature and their staff.

#### JAHC

- Not present.

**Next Regular Board Meeting:** *Tuesday, April 3 or 10, at 8:30AM*

**Meeting Adjournment at 10:30 AM.**