



**DBA Meeting Agenda  
October 2, 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.*

**Call to Order**

**Approval of Minutes of Last Meeting**

**Public Participation on Non-Agenda Items**

Ben Brown, The New JACC

**Reports:**

- **President's Report**
- **Downtown Director Report**
  - Dancing in the Streets update and Mayoral Candidate Forum Recap
  - Main Street America conference
  - Meeting with Edric from Filipino community
  - Board election plan

**Old Business:**

- FY19 Budget

*Motion: I move that the DBA Board approve the FY19 budget as presented.*

**New Business:**

- Letter of support for Housing First Phase 2 funding– deadline: October 5 – see attached draft.

*Motion: I move that the DBA Board authorize a letter of support for the Housing First Phase 2 funding*

**Officer Reports:**

- **Treasurer's Report:** Chair: Jaysen Katasse *Meets Quarterly – Tuesday at 2 PM*
- **Membership:** Chair: Nathaniel Dye *Meets every third Wednesday of the month at 10 AM*



- **Marketing:** Co-Chairs: Charlie Herrington and Dana Gunderson -- *Meets last Wednesday of every month at 5 PM at Senate Building, third floor*
  - Gallery Walk and Winter Promotions
- **Infrastructure:** Chair: OPEN SEAT-- *Meets the third Friday of every month at 4 PM at the Bubble Room*
- **Fundraising:** Chair: Midgi Moore – *Meets on the second Wednesday of the month at 2 PM at the Juneau Food Tours HQ*

#### **Liaisons:**

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

**Next Regular Board Meeting:** Tuesday, November 7

#### **Meeting Adjournment**

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#### **In the Works:**

- Walk your City Wayfinding
- Community Stories Wayfinding project
- Member newsletter – Winter Light Plan, snow removal, graffiti
- Fireworks letter
- Website
- Ambassador BID
- Insurance
- Board game people and Neighbors Day

#### **2018- 2019 DBA Calendar of Events -- WORKING DOCUMENT**

##### **AUGUST**

- 8/7 -- National Night Out
- 8/16 – Annual Meeting

##### **SEPTEMBER**

- 9/21 -- Parklet Day / Dancing in the Streets party in collaboration with the JAHC and Red Dog Saloon

##### **OCTOBER**



- Start Winter Windows promotion
- 10/18 -- Alaska Day

#### **NOVEMBER**

- 11/15 -- DBA Member Mixer
- 11/23 -- Deals and Donuts
- 11/24 -- Small Business Saturday and Family Movie Day

#### **DECEMBER**

- 12/7 -- Gallery Walk
- 12/15 -- Kid's Day
- 12/16 - 12/23 -- Panic Week

#### **JANUARY '19**

- TBD: Downtown Restaurant Week

#### **FEBRUARY '19**

- 2/14 -- Valentine's Day

#### **MARCH '19**

- 3/17 -- St. Patrick's Day
- 3/30 -- Seward's Folly

#### **APRIL '19**

- Car parade?

#### **MAY '19**

- 5/18 -- Cornhole Tournament

#### **JUNE '19**

#### **JULY '19**

- TBD -- 7/4 -- DBA Float in the Parade



**DBA Meeting Minutes  
September 11, 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 present:** Jill Ramiel, Sean Boily, Eric Forst, Nathaniel Dye, Midgi Moore, Dana Gunderson

**Board members absent:** Charles Herrington, Jaysen Katasse

**Others present:** Dana Herndon and Brian Holst (JEDC), Kara Tetley (Travel Juneau), Ben Brown (JAHC)

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

**Approval of Minutes of Last Meeting**

Eric Forst moved to approve the minutes; seconded by Dana Gunderson. There were no changes and the minutes were approved by unanimous consent.

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

**Reports:**

- **President's Report**
  - Downtown Blueprint

**ACTION** – Jill is going to send an email to Jill McClean, Laura Boyce, Rorie Watt, and Loren Jones and ask them what they are doing with our report/the other surveys done/etc. Make sure that they encourage more property owners to attend.

- **Downtown Director Report**
  - Dancing in the Streets update
  - Mayoral Candidate Forum on 9/21 at 9 AM
  - Security Co-Op
    - Eric had a conversation with Officer Colon. He didn't think it would be super helpful.
    - **ACTION** – send an email to members and see who has cameras. Talk to Marna M. about it.



- Winter Windows
- Winter Light Plan
  - **ACTION** – send plan to the Board. *Done.*
  - **ACTION** – move the infrastructure meeting. *Done.*

#### **Old Business:**

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

Motion: *I move that the DBA Board authorize a new contract for services with the JEDC for the period of July 1, 2018 through June 30, 2019 for the amount not to exceed \$77,184.*

Eric makes the motion. Midgi seconds. All in favor. No one opposes.

#### **Today's Business:**

- Board Election Plan

Motion: *I move that the DBA Board authorize the Board Election Plan as presented with the inclusion of photos.*

Eric Forst makes the motion, seconded by Midgi Moore. All in favor.

**ACTION** – get the photos and 250 word statements from the candidates.

**ACTION** – get more people to run for the board.

- Review Draft FY19 Budget

**ACTION** – thank Shelly/Imperial and do a Member Mixer pull tab party. *Talking about this in Membership Committee.*

**ACTION** – tell Pat and Printing Trade Company that we want to save 30% --- what's costing us so much to print? Breakdown of printing cost vs revenue. Get quotes. *Done.*

Website came up – Jill is asking the marketing committee to take it on. Eric suggests that we talk to Mark Luchini. Look at other downtown website people.

Brian gave his update since he had to leave early. Talked about the Whitehorse trip.

#### **Officer Reports:**

- **Treasurer's Report:** Chair: Jaysen Katasse *Meets Quarterly – Tuesday at 2 PM*
  - FY19 Budget – draft
- **Membership:** Chair: Nathaniel Dye *Meets every third Wednesday of the month at 10 AM*



- **Marketing:** Co-Chairs: Charlie Herrington and Dana Gunderson -- *Meets last Wednesday of every month at 5 PM at Senate Building, third floor*
  - Downtown Highlight PSA
  - SWOT analysis
  - Winter Promos
- **Infrastructure:** Chair: OPEN SEAT-- *Meets the third Friday of every month at 4 PM at the Bubble Room*
  - DBA-sponsored wall priming
  - Winter Light Plan
- **Fundraising:** Chair: Midgi Moore – *Meets on the second Wednesday of the month at 2 PM at the Juneau Food Tours HQ*
  - 2019 Color Run

#### **Liaisons:**

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

#### **Next Regular Board Meeting:** Tuesday, October 2

- Presentation: Ben Brown -- The New JACC

#### **Meeting Adjournment**

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#### **In the Works**

- Wayfinding
- Community Stories Wayfinding project
- Graffiti/Winter Windows letter
- Fireworks letter
- Winter Light Plan
- Website
- Ambassador BID
- Insurance

**Downtown Director Report**  
**October 2, 2018**

**Infrastructure Committee:**

- Art on switchboards on Ferry Way and Franklin:
  - The artist is showing Heather Ridgway some design concepts. She's thinking about doing a historical Juneau figure on each one. For example, Elizabeth Peratrovich, Joe Juneau, Etc.
  - AEL&P is replacing the covers of the switchboards before the end of May. That means installation will happen around then.
  - AEL&P has tentatively approved our idea and are waiting to see the final designs.
  - Commercial Signs & Printing can do all three wraps for about \$3K OR we can paint directly on the switchboards.
  - AEL&P (Eric Eriksen) wants to know: *If money became available to cover several more cabinets, what do are you thinking for images to choose? I was thinking of leaning towards historic Juneau images like Eric used.*
- The Winter Light Plan was shared with DBA membership. Engagement has been slow. We budgeted up to \$2500 of reimbursements.
- We're working with AEYC again on Winter Windows. They'll run a design contest and will install cute kid art inside the participating storefronts.
- Walk your City Wayfinding:
  - Came up with a timeline to identify exact location during winter and install during spring
- Security co-op/security cameras:
  - Haven't sent out email to members about security cameras
  - Filipino community wants a proposal but expressed that they'd be interested. So far, 8 businesses are interested.
- Rain Paint is still a thing.

**Marketing:**

- The Downtown Highlight PSA is finished. Next is the parking PSA. Marketing committee is putting together a distribution plan.
  - To view the Downtown Highlight video, please visit this link:
- DBA logo. Pat Race is cleaning up the star to make it look more refined.
- Gallery Walk planning is in the works.
  - Karaoke Trolley
- Next Marketing agenda:
  - Website
  - Winter Promotions
  - DBA Logo
  - Downtown Highlight PSA distribution plan

### **Fundraising:**

- The second Color Run is happening in the spring.
- We need to raise \$37,500 to help match the CBJ Funds

### **Membership:**

- Next Member Mixer on November 15<sup>th</sup>. Location TBD but I'm thinking The Imperial.
- Asking for quotes for the printing of the DBA Map + Guidebook to see if we can save some money.
- 75/144 members have renewed. That's a good pace considering that invoices were sent out mid-August.

### **DBA Board Election Plan:**

- *See Board Election Plan document*
- Electronic Election on October 15

### **Other:**

- Community Wayfinding project – National Endowment for the Arts Grant 'Our Town'
  - Told Michele about the Travel Juneau initiative that was similar and connected Michele with Liz.
  - Michele Elfers wants to know the monetary value of the in-kind contribution of my/DBA's time for the coordination/planning/publicizing of the launch event in Spring 2020
- I sent the Main Street accreditation checklist to Kathy for review.
  - JEDC gathering all the economic vitality data
  - Kathy still reviewing the checklist.
- Main Street America field trip
  - Reached out to AK Airlines
    - Can offer a group discount code at a minimum
  - Reached out to Vickie from Travel Juneau to get her thoughts on developing a post-conference tour
  - Reached out to Main Street
    - They love the idea but can't make it an officially sanctioned tour for purchase on their registration page
    - Recommend a post-conference tour
    - They can promote the discounts and the opportunity through their member and conference communications
- Kid Brochure – TJ to send us a draft when it's done this week. We then add Downtown specific items.
- Still working on insurance for the Board and for the special events.
- Dana sent an Annual Report / Update on the Main Street funds to the City Manager
- Daniel Glidman has offered the **DBA** a free office space! This is just until when he finds a tenant. The space is in the Goldstein building near Capital Office. Should we use this as storage? Let's talk more!





## **Downtown Business Association Budget Jul '18 - Jun 19**

Below are descriptions of the income and expenses projected for the current fiscal year.

### **Income**

**CBJ: Main Street** – This is an operating grant committed annually by the CBJ Assembly. For the current fiscal year these increased \$25,000 over FYE 6/30/18.

**CBJ: Security** – This is an operating grant committed annually by the CBJ out of Passenger Fees. For the current fiscal year these increased 3% over the \$57,000 for FYE 6/30/18.

**Member Dues** – Dues are billed in August and collected over the summer and fall months with new memberships coming in sporadically throughout the year. Membership pricing has been unchanged for several years, with annual dues set at \$250 for most members. There are a few associate memberships (\$100) and non-profit memberships (\$150). Members with multiple locations operating under the same entity name pay \$100 for each additional site, as inclusion in the downtown visitor map is a membership benefit. FY18 dues revenue was \$35,847.

**Ad Sales (map & downtown deals)** – These are fees for the descriptive listings in the visitor map guide and downtown deals special promotional ads that feature members' businesses.

**Event Sponsorships** – This is sponsorship income that supports specific events, such as the corn-hole tournament, kids days and other events that draw people downtown.

**Event/Program Fee Income** – These are registration fees for participation in DBA events.

**Pull Tab Income** – This income represents 70% of the ideal net of pull tabs. The projection equals the last 12 months of actual revenue. In this fiscal year DBA has an additional bar selling pull tabs, but the volume is unknown.

### **Expenses**

**Accounting & Tax Prep** – This is the cost of preparation of DBA's 990 tax return. In FY19, December 31, 2017 and June 30, 2018 returns will be filed.

**Event Promotion** – This is the cost advertising and promoting DBA events, such as Gallery Walk, First Fridays, Dancing in the Streets and other date-specific events hosted.

**Graphics & Printing** – This is primarily the cost of design and printing for the visitor map and guide.

**Media - DBA general, branding** – This is primarily the cost of design and printing for the visitor map and guide.

**Website** – This is primarily the cost of website updates and hosting provided by \_\_\_\_\_.

**Bank/Online Service Charges** – Bank fees for bank and online payment services such as Paypal and merchant processing of credit card payments.

JEDC Contract – Contract with JEDC to provide program, administrative and accounting support through June 2019.

**Security** – Goldbelt contract through 9/30 and estimated amount to use all of the CBJ Passenger fee grant, less 15% overhead for May and June 2019. Bids will be solicited in the fall.

**Contributions & Sponsorships** – This includes \$3,000 match for Security Co-Op and \$2,500 rewards for Winter Light Plan participants.

**Dues & Subscriptions** - \$500 Mainstreet, \$19 web-based board voting

**Event Costs** – Rental, catering, equipment, event-specific supplies (such as costumes, candy-canes and T-Shirts) DJ, and babysitting for DBA hosted events.

**Insurance** – Business Owners Property and Liability coverage, and special event coverage required by CBJ for use of its facilities.

**Licenses and Permits** – DBA business and gaming permits plus, corporate filing costs, and event permits for park use, road closures, etc.

**Downtown Business Association Budget**  
**Jul '18 - Jun 19**

**Postage and Delivery** – JEDC reimbursed postage, for DBA mailings plus In FY18, most of this was reimbursement too Midgi Moore for the Color Run (Stahl's transfer express) this was for Tshirts?. In the past we've paid about \$600 to have Juneau Courier deliver the maps???

**Printing and Reproduction** – Flyers, banners, signs, table tents, posters, etc.

**Gaming (Pull Tabs)** – Cost of pulltabs

**Office Supplies** – Folders for membership packets, nametags, etc.

**Program Supplies** – This is primarily infrastructure costs, such as vinyl wraps for electrical transformers, wayfinding signs, rain paint, etc.

**Alaska Gaming Tax** – this is the tax for gaming paid to the state.

**CBJ Sales Tax** – 5% sales taxes on the gross ticket value of pulltabs and on map and other advertising sold to for-profit members.

**Travel & Training** – Based on FY18 cost of attending annual Main Street conference for Dana and a board member. JEDC partially supports the cost of Dana's attendance.

## Downtown Business Association Profit & Loss Budget Overview

July 2018 through June 2019

	Admin & General	Fundraising	Infrastructure	Marketing	Membership	Jul '18 - Jun 19		Change
						Total	Jul '17 - Jun 18 Actual	
<b>Income</b>								
<b>Grants - CBJ</b>								
Main Street	75,000					75,000	50,000	25,000
Security	58,710					58,710	57,000	1,710
<b>Total Grants - CBJ</b>	<b>133,710</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>133,710</b>	<b>107,000</b>	<b>26,710</b>
<b>Member Dues</b>					37,500	37,500	35,847	1,653
<b>Program Revenue</b>								
Ad Sales (map & downtown deals)				14,738		14,738	14,338	400
Event Sponsorships		7,300		2,000		9,300	9,300	0
Event/Program Fee Income		2,158				2,158	2,916	(758)
Pull Tab Income		17,686				17,686	16,369	1,317
<b>Total Program Revenue</b>	<b>0</b>	<b>27,144</b>	<b>0</b>	<b>16,738</b>	<b>0</b>	<b>43,882</b>	<b>42,923</b>	<b>959</b>
<b>Total Income</b>	<b>133,710</b>	<b>27,144</b>	<b>0</b>	<b>16,738</b>	<b>37,500</b>	<b>215,092</b>	<b>185,770</b>	<b>29,322</b>
<b>Expense</b>								
Accounting & Tax Prep	450					450	315	135
<b>Advertising &amp; Promotion</b>								
Event Promotion		437		2,000	0	2,437	979	1,458
Graphics & Printing	0	120		1,000	21,910	23,030	22,030	1,000
Media - DBA general, branding	257			6,900		7,157	5,033	2,124
Website	1,953	377		1,200		3,530	2,150	1,380
<b>Total Advertising &amp; Promotion</b>	<b>2,210</b>	<b>934</b>	<b>0</b>	<b>11,100</b>	<b>21,910</b>	<b>36,154</b>	<b>30,191</b>	<b>5,963</b>
Bank/Online Service Charges	0	15			540	555	555	0
<b>Contractual &amp; Consulting</b>								
JEDC Contract	77,184	0	0	0	0	77,184	76,125	1,059
Security	51,052					51,052	49,566	1,486
<b>Total Contractual &amp; Consulting</b>	<b>128,236</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>128,236</b>	<b>125,691</b>	<b>2,545</b>
Contributions & Sponsorships			5,500			5,500	0	5,500
Dues & Subscriptions	519					519	519	0
Event Costs		12,000		3,000	2,700	17,700	9,227	8,473
Insurance	1,483	824		0	0	2,307	2,307	(0)
Licenses and Permits		657		0	0	657	657	0
Postage and Delivery	0	549			22	571	571	0
Printing and Reproduction		772		55		827	827	(0)
<b>Supplies</b>								
Gaming (Pull Tabs)		3,425				3,425	3,586	(161)
Office Supplies	167					167	167	0
Program Supplies	145		5,150			5,295	145	5,150
<b>Total Supplies</b>	<b>312</b>	<b>3,425</b>	<b>5,150</b>	<b>0</b>	<b>0</b>	<b>8,887</b>	<b>3,898</b>	<b>4,989</b>
<b>Taxes</b>								
Alaska Gaming Tax		100				100	99	1
CBJ Sales Tax		5,895		740		6,635	6,289	346
<b>Total Taxes</b>	<b>0</b>	<b>5,995</b>	<b>0</b>	<b>740</b>	<b>0</b>	<b>6,735</b>	<b>6,388</b>	<b>347</b>
Travel & Training	3,290					3,290	3,290	0
<b>Total Expense</b>	<b>136,500</b>	<b>25,171</b>	<b>10,650</b>	<b>14,895</b>	<b>25,172</b>	<b>212,388</b>	<b>184,436</b>	<b>27,952</b>
<b>Net Ordinary Income</b>	<b>(2,790)</b>	<b>1,973</b>	<b>(10,650)</b>	<b>1,843</b>	<b>12,328</b>	<b>2,704</b>	<b>1,334</b>	<b>1,370</b>

September 25, 2018

Juneau Housing First Collaborative  
1944 Allen Court  
Juneau AK 99801

Dear Juneau Housing First Collaborative,

On behalf of the Downtown Business Association (DBA) and all of its member business, I would like to express support for the Juneau Housing First Collaborative (JHFC) expansion. The mission of the DBA is to promote, foster and encourage downtown business and to advocate on issues that affect our members and the health and vibrancy of downtown as the face of our Capital City.

We were proud supporters of the original JHFC project and have seen many changes that we believe to be the direct result of the building. We have noticed fewer people loitering, panhandling, and fewer intoxicated individuals downtown. We not only feel we have seen many positive changes in our community a recent study by Dr. Heidi Broccius confirms this feeling. The resident's utilization of emergency services including Bartlett Regional Hospital Emergency Room, Rainforest Sleep Off, Capital City Fire and Rescue fell dramatically in the first six months. This makes our whole community safer, with fewer calls to CCFR and JPD, and fewer ambulance trips by these individuals, our emergency services are more readily available for other emergencies.

Housing First is a solution to chronic homeless that has already been shown to work here in Juneau. Additional units will help downtown business and the downtown community and providing people with a home, dignity and safety is the right thing to do for those in need.

The DBA strongly urges those considering funding the Juneau Housing First Collaborative expansion to do so. They have a proven track record thus far and we believe that an investment in Housing First is an investment in the city of Juneau's future.

Sincerely,