

BOD Meeting Minutes
Thursday, January 7, 2025
Meeting Time: 7:30am
Meeting Place: Hotel Diamond Downstairs Conference Room



Attendees:

Directors: Greg Scott, Shari Anderson, Liza Tedesco, Pat Macias, Nick Andrew, Nicole Hill, Mary Hartley, Brenda Narayan, Michael Lee, Ian Macmillan, Steven Stull

City Liaison: Dale Bennett, Vice Mayor

Staff & Volunteers: Debbie LaPlant, Audrey Taylor, Lucia Mercado

AGENDA

President Greg Scott called the meeting to order promptly at 7:32 am with welcome and comments on the intent today's meeting to focus on DCBA's 2025 plans. Before moving to the planning session, items of DCBA business:

1.0 Consent Agenda

President Scott called for questions, discussion on any items in the consent agenda packet. With no questions, President Scott called for motion to accept the consent agenda, board minutes and financials.

M/S Nick Andrew/Shari Anderson, all voted in favor.

2.0 Action Items

2.1 Vacant Board Seat. President Scott shared that Emma Martin has stepped down from the board due to family commitments. President Scott recommended that Advisor Linda Zorn, who is actively involved with DCBA on the Placemaking Initiative, be appointed to complete Emma's term.

M/S Liza Tedesco/Nichole Hill, all voted in favor.

3.0 2025 Planning Session

3.1 Board Planning Packets were pre-distributed to Board members. The Board reviewed:

- Each of the four Focus Areas: Marketing, Events, Placemaking and Organizations
- Critical Issues & Priorities of Focus for DCBA in 2025 (not marketing & event oriented)

The Board suggested, volunteered, and confirmed:

- Adjustments to the plans presented
- Agreed to meet with staff on specific events such as Thursday Night Market
- Assist with sponsorship targets
- Confirmed critical issues and priorities
- Assist with structuring a 2025 narrative for DCBA and Downtown

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Due to time, the Board did not take up the proposed budget. The proposed budget will be considered for review and a formal vote during the February Board meeting.

Refer to the attached for planning session discussions and adjustments. As adjustments are made to specific events or initiatives, revised work sheets will be provided to the Board.

President Scott call for motion to adjourn meeting

- M/S Nicole Hill/Mary Hartley, 10:03 meeting adjourned.

Respectfully submitted,

Brenda Narayan

Brenda Narayan, DCBA Secretary