BOD Meeting Minutes
Thursday, April 3, 2025
Meeting Time: 8:00am
Meeting Place: Hotel Diamond Downstairs Conference Room

Attendees:

Directors: Nick Andrew, Shari Anderson, Pat Macias, Nicole Hill, Michael Lee, Ian Macmillan, Brenda Narayan, Nicole Johnston, Mary Hartley, Thomas Hightower, Michael Lee, Steve Stull

Absent: Greg Scott, Liza Tedesco, Linda Zorn

City Liaison: Jennifer Macarthy, Dale Bennett, Sgt Bailey

Advisors: Mike Egbert, Luis Moreno, Nichole Farley, Megan Kurtz, Holli Drobny

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

Guests: Lara Panganiban

AGENDA

Nick Andrew in absence of President Greg Scott called the meeting to order promptly at 8:00 am with welcome of Holli Drobny joining the Board as an Advisor representing CARD. Nick asked Sgt Bailey for his update so he could leave early.

1.0 Presentations were provided by:

Sgt Bailey reported and clarified the enforcement limits at the Plaza even with it "rented". The agreement reads that in order for enforcement to occur only those "disrupting" an event can be removed. Target Team and PBID attempt to get people to move along by asking them to leave the plaza during the event. They can stay as long as they do not "disrupt" the event. This is shared to help manage expectations of "clearing" the plaza.

2.0 Collaborator's Updates

3.0 Consent Agenda

ACTION ITEMS

3.0 Consent Agenda. M/S by Shari Anderson, Ian Macmillan Board Meeting Minutes of February 6 and March 6, 2025, March Financial Statement were accepted**.**

Nicole Johnston reported that the Finance Committee would be meeting to monitor budget and revenue. Currently the sponsorship/donor revenue is down 14% compared to anticipated quarter revenue projections. The Finance Committee will review and make recommendations.

3.1 Organizations

DCBA Articles & Bylaws. Due to lack of quorum at the March meeting, the Articles and Bylaws have been brought back for full vote of the board. M/S Ian Macmillan/Michael Lee, all in favor. Nick thanked Michael Lee for taking leadership in updating both the articles and Bylaws which have not been done since 2015.

Board Resignation, July Lengerich. Mary Hartley asked the Board to consider appointing another retailer to the board for balanced representation of downtown businesses. Mary agreed to reach out to businesses and bring back to the board interested parties to be appointed to the remainder of Julie's term.

3.2 Downtown Plaza. Debbie LaPlant Moseley provided an update on the Plaza Activation Campaign and asked board to approve the *Activate the Plaza Campaign* (brought to the Board in March but unable to vote). M/S Steve Stull/Nicole Hill, approved by all to move forward with Spring Fling and Summer Buster to activate the Plaza until the City and CARD finalize their agreement.

Historic Plaque 2nd & Main. Brought back to board was revised language for Building Monument Policy vetted by Tom van Overbeek and Liza Tedesco. Nicole Hill asked for further clarification that language regarding DCBA paying for any building monument be removed from the Policy. Audrey and Nicole to make change and bring back to the May board meeting.

Downtown Building Committee. Audrey Taylor provided an update and reviewed the building website the committee is working on. Report that although there appeared to be a lot of vacant first floor, that there were only 4 vacant and for lease/sale. Others were in the process of planning, renovation or tenant improvement. Only first floor vacancies are being reviewed at this time.

COBA Art Boards Renewal. Linda Zorn provided an update with possible reception to happen in June with installation.

3.4 50th Celebration. Debbie LaPlant Moseley provided an update of the plans which were present at the March meeting but not vote on. M/S Nick Andrew/Nicole Johnston all in favor.

4.0 DCBA Events and Marketing Updates

4.1 Advocacy. Nick Andrew reminded the Board at the April 8 meeting would be reviewing the request from Councilmember Tom vanOverbeek regarding First Hour Free Parking, please attend.

4.2 Events. Debbie LaPlant Moseley, Lucia Mercado provide update on Thursday Night Market, Small Business Month, Friday Night Concerts, Collaboration with CSU on spirit week, commencement week.

Lucia & Lara (intern) presented the Healthy Habits initiative which has had a strong backing at TNM and from other entities.

4.3 Marketing. Debbie LaPlant Moseley provided update on marketing – social media responses, participating and guidelines for Activating the Plaza. Board brainstormed ideas.

5.0 New Business. Brenda Narayan asked about retail map for identifying areas such as in the Garden Walk and about window merchandising. Debbie reported a retail map, similar to the dining map, was in the works.

6.0 Next Board Meeting. Thursday May 1, 2025, Hotel Diamond, downstairs conference room.

There being no further business Nick call for adjournment. M/S Ian Macmillan/Mary Hartley, all in favor. Meeting adjourned 9:25 am

Respectfully submitted,

Brenda Narayan, /sgnd/via email

Brenda Narayan, DCBA Secretary