

Meeting Date: Wednesday, February 6, 2019
Time: 7pm General Membership Meeting
DNBA Board of Directors Meeting Immediately Following
Location: Trek Winery, 1026 Machin Ave, Novato, CA 94945

General Membership Meeting (open to all BID Members)

7:01pm Call to Order & Introduce Guests:

Peter Serchia, All Season Soccer; Andy Podshadley, Trek Wine; Steve Jordan, Creekside Bakery; John Tornes, Edward Jones; Paul Price, Novato Kitchens & Baths; Kevin Mahoney, TeenyCake; Jon Ballack, Orange Theory Fitness; Rob Sundberg, Avenue Salon; Stephanie Koehler, DNBA Executive Director; George Athas, Athas & Associates; Denise Athas, Athas & Associates and City Council; Jessica Deakyne, City of Novato; Mary Jannisse, Jannisse Hull CPAs; Tamara Hull, Jannisse Hull CPAs; Lisa Garcia, Las Guitarras; John Barnhart, Las Guitarras.

Convene as DNBA General Membership Meeting

Visitor + Member Comments

-- George Athas and Rob Sundberg gave an update to on the Novato Birthday: Paint the Town Red event. The event was a huge success, sold out with a waiting list. Compliments were given to Hilary Kinney for her role in planning.

Rock the Block Schedule & Participation

Stephanie Koehler and Rob Sundberg let everyone know Rock The Block 2019 will be held June 20 and September 12. They expressed the importance of the board stepping up to help with sponsorship because WBE will not be sponsoring the \$5,000 for June 20 due to a scheduling conflict on their part. They will be sponsoring the September 12 event. Kiosk is on board for \$5,000 per event and we have tentative smaller commitments from Bank of Marin, Hennessy Funds, and Andalou Naturals.

Novato Theater Discussion

Steve Jordan led the conversation – looking for feedback from the DNBA Membership about the Novato Theater project. The BID Advisory Board is set to discuss it at their next meeting and offer a letter of support for the project. There was overwhelming support for the Novato Theater amongst the membership citing the positive impact it would have on traffic downtown businesses and the vibrancy of downtown as a whole. Andy Podshadly expressed dismay that Councilman Eric Lucan cannot vote on the project. Andy also indicated that the Theater plans to charge a fee to use the multi use space – which people thought was reasonable and prudent. Steve reminded the membership that one of the objectives of the BID is to “combat blight” and therefore he felt it was important to support the completion of the project – so there would no longer be a “hole” in such a key location in downtown.

Minimum Wage Hike Proposal

Steve Jordan led the conversation – looking for feedback from the DNBA Membership about the proposal set forth by several City Council Members (citing the article in the Marin IJ on January 17, 2019) to speed up the proposed mandated minimum wage hike in Novato. Peter, Stephanie and Steve indicated the issue was being brought to membership because of the number of concerned phone calls they had received in the days

following the article in the Marin IJ. Members present expressed concern about the negative impact it would have on small business. Representatives from the City explained the process the discussion would have to go through and promised to keep the group up to date on any progress. It was suggested the DNBA do a survey of the BID Membership to get comprehensive feedback.

Treasurers Report: John Tornes, Treasurer

7:43pm Close DNBA General Membership Meeting

Board of Directors Meeting (closed meeting)

7:46pm Convene as DNBA Board of Directors: Peter Serchia, President

Roll Call: Peter Serchia, Steve Jordan, John Tornes, Mike Kumeilis/Hilary Kinney, Andy Podshadley, Paul Price, Kevin Mahoney, Jon Ballack, Rob Sundberg (Stephanie Koehler, Exec. Director)

Novato Proud (late addition to agenda)

Jessica Deakyne from the City of Novato brought "Novato Proud" t-shirts for the members of the board so they could share their pride for the city. She also let the group know there would be an update on the Historic Train Depot coming in the next month or so.

Ideas for Coming Year

In response to the request from Josh Fryday for "DNBA Priorities" for 2019 – Stephanie created a list of items membership has expressed interest in tackling. Discussion of additional topics ensued. The list included:

- Bistro Lights in Old Town
- Employee Parking Plan
- Electricity on the Lamp Posts for Holiday Decorations
- Fix the Grates Around the Trees on Grant (Add where missing.)
- Hanging Flower Pots on Lamp Posts
- New LED Lights on Trees Along Grant (looking old and tired)
- Improve and Beautify the Planting in the Median at Grant & Redwood
- Addressing the Homeless Problem as it Impacts Businesses

Stephanie handed out the list and Peter Serchia called for everyone to rank the list from 1-8 in the order of what they felt was important. The vote would be tallied and presented at a meeting with Councilman Fryday and Mayor Lucan in the coming weeks.

Travel and Tourism Committee Meeting Update

Stephanie and Andy let the group know they had attended the first meeting of the Travel and Tourism Committee and had a follow up meeting with Committee Chair, Tim Howard. Andy will serve as the voting member and Stephanie will be able to participate in all the meetings and can serve as the voting member in Andy's absence.

General Update

- Stephanie brought for a request from the Chamber of Commerce for the DNAB to participate in the Art, Wine and Music Festival. Discussion ensued. Steve Jordan made a motion for the DNBA not host a booth at the 2019 AWM Festival. John Tornos Second. Vote: All In Favor. No Opposed. No Abstentions.
- Stephanie let the Board know ROIC (The developer working on the Trader Joe's shopping center project) will be presenting to the BID Advisory and Membership meeting in the coming months.
- Nostalgia Days Branding Launch. Stephanie shared the new logos for Nostalgia Days.
- There are 3 Associate Members signed up for 2019. Indian Valley Brewery. The Chamber of Commerce. Kona Ice of Marin.

Approve BOD Meeting Minutes for February 6, 2019

Steve Jordan made a motion to accept the meeting minutes as written. Rob Sundberg Second. Vote: All In Favor. No Opposed. No Abstentions.

8:33pm Close DNBA Board Meeting

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