

**Meeting Date:** Wednesday, March 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)

#### **7:00pm Call to Order & Introduce Guests:**

Peter Serchia, All Season Soccer; Andy Podshadley, Trek Wine; John Tornes, Edward Jones; Paul Price, Novato Kitchens & Baths; Kevin Mahoney, TeenyCake; Jon Ballack, Orange Theory Fitness; Rob Sundberg, Avenue Salon; Hilary Kinney, Mantra Wines; Stephanie Koehler, DNBA Executive Director; Jessica Deakyne, City of Novato; Corey & Adela Jacobsen, Kona Ice; Emily Rich, Village Child; Claire Knoles, Kiosk; Vincent Cheung, Angie's Steam Foot Spa.

#### **Convene as DNBA General Membership Meeting**

#### **Visitor + Member Comments**

-- The group welcomed Cory and Adela Jacobsen of Kona Ice as our newest Associate Members of the DNBA.

#### **Rock the Block Schedule & Participation**

Stephanie Koehler and Rob Sundberg reminded everyone that Rock The Block 2019 will be held June 20 and September 12. They announced the band performing in June will be "Pop Fiction" – a very popular Bay Area party dance band. They re-iterated 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.

#### **Nostalgia Days Update**

Stephanie let the group know we already have several vendors signed up and 50 cars registered. Peter again expressed the need for the board to step up and leverage their relationships to get more sponsorship. With the growth of the show – costs are going up as well and sponsorship will be critical to keep it in the black. Stephanie has sent digital copies of the sponsor sheet to the members of the board to make it easy for them to solicit sponsors.

#### **Economic Development Update**

Jessica Deakyne from the City of Novato offered an update on Economic Development items in Downtown.

#### **1<sup>st</sup> & Grant**

13k sqft retail – SVN is leasing agent  
32 apartments, 6 affordable  
Final DRC pending

#### **Blue Barn**

Work happening now – delayed by rain  
Target is late summer/early fall

**Economic Development Update (cont.)**

**Citibank Building**

TI's happening for Sherwin Williams paint store.

**Former Smashburger Site**

L&L Hawaiian BBQ opening in early April.

**Wood Hollow Hotel Site**

Final step is DRC approval – coming soon

**Downtown Novato Center**

DRC tentative for 3/20/19

Design review workshop of a proposed 3,322-squarefoot, 30-foot tall, one-story building for a two-tenant restaurant space, and a drive-through for one of the tenant spaces. Additional improvements include an outdoor dining area, trash enclosure, bicycle racks, and landscaping.

**Historic Train Depot**

Will return this spring to Council with an update but exciting things on deck.

**Mindful One Meditation**

951 Front Street is now open

**Residence Inn Hotel (*Next to Trader Joe's*)**

103 room extended stay hotel w/ 9500 retail

Pending building permit app

**Temporary Construction Signage**

Claire Knowles of Kiosk came to discuss her concerns about the lack of any process to allow for proper signage to cover large construction sites in the downtown core. Aside from covering up unsightly construction areas, it is an opportunity to “wrap” the site with an artist/architectural rendering of what the area will become. Aside from educating the community about the project – it creates excitement and community pride. Currently, the sign ordinance for such projects only allows for a 32 square foot sign – per project. After considerable discussion about what might be a better alternative and process, Kevin Mahoney made a motion to have DNBA staff draft a letter to Council proposing a change to the ordinance to be reviewed at the next meeting. Rob Sundberg seconded the motion. Vote: All in favor. No opposed. No abstentions.

**Treasurers Report:** John Tornes, Treasurer

**8:09pm Close DNBA General Membership Meeting**

**Board of Directors Meeting**  
(closed meeting)

**8:16pm Convene as DNBA Board of Directors:** Peter Serchia, President

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

**Update on Downtown Priorities**

Stephanie and Peter have a meeting scheduled for the coming week with Mayor Eric Lucan and Councilmember Josh Fryday to discuss the priority list developed by the BID Membership. 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

**Associate Membership Discussion**

Peter led the discussion about allowing SVN Realty Group (John Williams and Lynsey Kayser) to come aboard as Associate Members. The only reason the issues was up for discussion was to be sure the DNBA did not see them as competition to current full members. After a discussion it was concluded they are not a competition because they specialize in commercial real estate and all BID member are residential members. Furthermore, SVN is one of the main realtors working with Downtown Novato building owners – so membership felt they would be a good addition. John Tornes made the motion to allow SVN Realty in as an Associate Member. Rob Sundberg seconded the motion. Vote: All in favor. No opposed. No abstentions.

**General Update**

Stephanie Koehler gave an update on:

- a. Farmer's Market – Opening date is May 7.
- b. She plans to compose a Newsletter to be sent out in June. She asked for any requested topics or additions to be emailed to her by April 1.
- c. 2019 Volunteer Needs: Rock the Block June & September. Nostalgia Days August 3.

**Approve BOD Meeting Minutes:** February 6, 2019

Andy Podshadley made the motion to accept the meeting minutes as submitted. Rob Sundberg seconded the motion. Vote: All in favor. No opposed. No abstentions.

**8:40pm Close DNBA Board Meeting**