



Downtown Bend Business Association Board of Directors Meeting Minutes
DBBA Office, 916 Wall Street, 2nd Floor
Wednesday, Dec 11th 2019 - 8:00-9:45 am

Downtown Bend Business Association
Post Office Box 731
Bend, Oregon 97709 (541)
788-3628
DowntownBend.org

In attendance: Sam, Ed, Ryan, Rick, Lauren, Ben, Mindy, Barbara, Ryan. Absent: Todd, Juli, Ray, & Chris.

SAMUEL JOHNSON
Oxford Hotel
Board President
ED DEENIHAN
Bend Brewing Company
Vice President
TODD LOOBY
Bend Film Director
Treasurer
JULI HAMMOND
Joolz
Secretary
RAY SOLLEY
Tower Theatre
Director
RYAN SMITH
Goody's Chocolates
Director
RICK WRIGHT
916 NW Wall
Owner
Director
LAUREN KELLING
Oregon Body & Bath
Director

Ex-Officios

CHRIS PIPER
Bend City Councilor

BEN HEMSON
City of Bend

Staff

MINDY AISLING
Executive Director
BARBARA SIMMES
Administrative Director
RYAN CURRENCE
Operations Manager

1. Administration & Updates 8- 8:15
 - a. Approve minutes from last meeting (Sam) – *Meeting minutes approved.*
 - b. Board Member Updates and Comments (All) – *Board members reported that Shop Small Saturday was a huge success, & Ladies night was again a great success.*
 - c. Treasurer report (Todd) - *Todd was absent today so Mindy reported that we are still above in income and below in expenditures.*
 - d. Upcoming ODOT Meeting (Mindy) – *Mindy invited board members to an upcoming ODOT Merchant meeting on Jan 20th to review purposed changes to the Parkway. Mindy also mentioned and passed out flyers for the 'Business' Breakfast' next week at Tin Pan Theatre featuring Tobi, the new COB Parking Manager.*

2. Events in Downtown/Limiting Street Closure Days 8:15- 8:25
 - a. Update (Mindy, Sam, Ed, Chris, Ben) – *Sam, Ed, Mindy and Ben share the results of the meeting with LIOE that occurred on Monday 12/ 9. Mindy provided the presentation outlining what LIOE was going to offer and do differently going forward. This included:*
 - *LIOE to provide a downtown liaison position to address access issues, support joint marketing efforts and work with LIOE staff to provide for and accommodate business's 'day-of' needs.*
 - *LIOE to rotate the stage at Bite of Bend and move the main stage for Fall and Summerfest*
 - *LIOE to, as code allows, redo layouts to move vendors to the center of the street*
 - *LIOE to require all event and vendor staff to park off-site and outside of the EID*
 - *LIOE to provide deeper cleaning post-festival*
 - *LIOE to provide pre- and post-festival meetings with the City and the DBBA*
 - *LIOE to launch new app featuring downtown retailer discounts, free to DBBA members for the first year*
 - *LIOE to design scavenger hunts on this app to drive traffic*
 - *LIOE to offer stage time, free of charge, to the DBBA and community groups*
 - *LIOE to conduct surveys at select events and share data with retailers*
 - *LIOE to facilitate 'Art of the Song' workshops (scheduling festival performers to play at local businesses within the EID pre and post festival.*
 - *LIOE to work with downtown businesses on sidewalk sale promotions*
 - *LIOE to provide an after-festival party promotion*

- LIOE to provide dedicated media for Downtown lit – full page guide ads, separate social media, posters, and logistical support.

3. End of the Year Report for Stakeholders 8:25 – 8:35

Mindy reported that she decided to create a mid-term report for EID stakeholders given that it is the half-way mark of the 3-year EID. She reported that while she was creating this report it really became evident the scale of success that the DBBA has seen in the past 18 months. She also informed the board that she was going to issue letters to all building owners to verify their information, including their square footage. To follow this up, the COB will be sending out a survey in Jan to assess how building owners feel about the progress of the DBBA, and what services they find most important going forward in the future.

4. Strategic Planning, Future Vision 8:35 to 9:00

Mindy discussed with the board scaling back the DBBA scope for the next calendar year and focusing on building a strong base and infrastructure from which the DBBA can more effectively operate and grow. She suggested that this include hiring an outside consultant to help them build a strategic plan that the board could adopt, and staff could execute.

5. The Commons, Welcome Dan! 9:00 to 9:40

- History of the Commons plaza (Dan)
- Dan's future vision of the space (Dan)
- How we can support Dan/work together (Board discussion)

Dan was ill and could not attend, the DBBA briefly talked about ideas on how to use the Commons Plaza over the next year to build community and traffic to downtown businesses.

6. Friends of DT 9:40 -9:41 – N/A

7. Public Comments 9:40 to 9:45 – N/A

8. Adjourn – Next meeting will be on January 8th, 2020