



Downtown Bend Business Association Board of Directors Meeting Agenda
 DBBA Office, 916 Wall Street, 2nd Floor
 Wednesday, March 11th, 2020 - 8:00-9:45 am

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

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

Present: Ed, Todd, Juli, Ray, Ryan, Rick, Lauren, Mindy, Barbara and Ryan.
Absent: Chris, Ben, & Samuel.

1. Administration & Updates 8:00- 8:15

a. Approve minutes from last meeting (Ed) - **Approved**
 b. Board Member Updates and Comments (All) – **Board members reported that they were concerned with the COVID 19 outbreak and the impact that would have on business. The group discussed what, if any, action should be taken by the organization. The board’s opinion was that we needed to make sure we had the most up to date information and be ready to inform our stakeholders to any major changes. Mindy shared that she had already signed up for updates with the OHA, Deschutes Health, and St. Charles.**

c. Treasurer Report (Todd)
 • **Overstatement of surplus – Todd reported that because of some accounting errors there had been an overstatement of last year’s surplus in the amount of around 17,000. He reported that he, Sam, Mindy and Barbara had met and discussed internal and external controls and that he was confident that we had solved the problem that had previously created this situation.**

2. Introductions/Questions for Jan McGowan 8:15 – 8:25

After introductions, Jan shared the scope of our plan to work with her and we decided on the following dates/timeline:

- 3/16 – Leadership Team Meeting**
- 3/16- 3/20 – Mindy, Jan and Ben meet to design survey**
- 3/20 – Survey out**
- 3/23 – Survey reminder**
- 4/6-4/13 – Analyze survey results**
- 4/20 – Assessment report to board of directors**
- 4/27-5/4 – Review report**
- 5/18 – Retreat Date -THIS DATE NEEDS TO BE CHANGED, email to follow**

3. SWOT with Jan McGowan 8:25- 9:25

The DBBA staff and board then did the SWOT analysis, led by Jan, with the following results:

Strengths

- 8. ED Leadership
- 5. Downtown Representation
- 0. Longevity of Stakeholders
- 4. Increased visibility/awareness
- 1. Relationship with the City/Community Partners
- 9. Program Analysis & Cost Savings
- 3. Passionate Staff, Board and Stakeholders
- 0. Great product & programs (Downtown Bend)
- 0. Oktoberfest

Weakness

- 1. Board Recruitment
- 8. Staff Capacity
- 7. Marketing/Social Media
- 1. History/Prev. Management of the DBBA
- 7. Available Funding Streams
 - Fundraising
 - Fee for Service Program
- 1. Communication to Stakeholder
- 2. Mission/Statement
- 1. Events (only one)
- 0. Data gathering/sharing (leadership)
- 2. Destination Creation/Beautification

Opportunities

- 9. Grants
- 2. Head in Bend Tax (2022)
- 8. Revenue/EID Assessment
- 0. Bend as a focus area
- 6. Unique businesses/culture
- 5. EID Expansion

Threats

- 4. Shrinking EID Boundary
- 6. City of Bend
- 0. Coronavirus
- 9. Parking/Transportation
- 3. Livability/Homelessness
- 0. Safety
- 2. Festivals/Street Closures

4. Additional Updates (if time allows) 9:25 -9:41
- a. Oktoberfest – **Mindy reported that in April’s board meeting they would be discussing how to manage the budget/secure the organization if/when Oktoberfest is canceled or has low attendance due to weather, smoke or a virus.**
 - b. Downtown High-Pressure Washing Program – **Mindy reported that she and Ryan had been analyzing this program and were going to present on it at the next board meeting. She reported that there is a lot more involved now that they understand the program and that the board would need to make a decision on how to proceed.**
 - c. COVID 19 (Coronavirus) - **discussed above.**
 - d. Downtown Kiosk Program – **Ed asked if we had sold all of the ad space, Mindy reported that we were 100% full and that new inserts would go in in April.**
 - e. Downtown Banner Program – **Mindy reported that she and Ryan and analyzed the program and were now able to sell the program to 100% capacity for the entire year.**
 - f. New Celebration Night – **Mindy reported that the Deschutes Historical Museum would be hosting this year, and the DBBA would be collaborating with them to host a Downtown Celebration.**

5. Public Comments 9:41 to 9:45

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