



Downtown Bend Business Association Board of Directors Meeting Minutes

Zoom: <https://us02web.zoom.us/j/84996919853>

Wednesday, May 13th, 2020 - 8:00-9:45 am

Downtown Bend
Business Association
Post Office Box 731
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SAMUEL JOHNSON
Oxford Hotel
Board President
ED DEENIHAN
Bend Brewing
Company
Vice
President
TODD LOOBY
Bend Film Director
Treasurer
JULI HAMDAM
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

8:00- 8:30

a. Approve minutes from 2x last meeting (Sam) – *both sets of minutes were approved.*

b. Board Member Updates and Comments (All)

• COVID19 Personal/Business Check-in – *businesses shared how their thoughts about reopening and the directors who attended the merchant meeting shared what was discussed there. Everyone agreed that the merchant meeting was extremely helpful and that the DBBA should support more casual gatherings via zoom so that business owners had the opportunity to share.*

• COVID19 Mindy & Staff Check-in (Mindy)- *Mindy shared that these past few months had been the absolute hardest and most demanding on staff. She shared that staff currently felt overwhelmed and unable to meet all the needs of the organization and the businesses. She also shared that it was incredible difficult and emotional taxing to be fielding all of the phone calls, emails, website forms, social comments (etc.) during this time when everyone has had heightened emotions. As directed in the last meeting, Mindy shared that she has been prioritizing communication and marketing.*

c. Treasurer Report (Todd) – *Todd reported that DBBA staff responded quickly to COVID19, which allowed the organization to cut expenses by \$46,000. We received a generous donation of \$2500 which we put directly into DT beautification, and we were awarded \$4,000 EIDL funds.*

2. Downtown Updates

8:30 – 8:45

a. New Banners (Mindy) – *Mindy shared that (after a discussion with Sam) the DBBA had purchased colorful banners to help brighten up Downtown Bend.*

b. How the COB is helping (Ben) – *Ben went over how the City of Bend is helping small business during these times, including waiving fees, making permits easier to get, and expanding outdoor capacity.*

c. Marketing Review (Mindy) – *Mindy reported that as the board directed in the last meeting, she had been focusing a significant amount of time on marketing which resulted in all 3 social media channels having new content daily, two new commercial produced for CODaily, new videos on YouTube, and new blogs on the Downtown.org website.*

d. Police and Livability (Mindy & Ryan) – *Mindy and Ryan reported that because of increased livability issues in Downtown Bend, they had established a bi-*

monthly meeting with police to continue to check in and make sure that Downtown safety needs were being addressed.

- e. Parking – Mindy shared that she is still serving as a member of DPAC, and the DPAC subcommittee to assure that Downtown needs are met in regard to parking. She shared the most recent parking proposal, to remove the 2-hour limit, 2 remove the 750' limit, and create a parking payment system that is uniform throughout the district both in the lots and on the street.*

3. DBBA Survey (Sam)

8:45 – 9:00

Sam shared the survey results, and shared that although flower baskets came up high on the list, it didn't make sense to do them this year because it would mean that we would have to remove other services that also came up high on the list. The board discussed other beautification ideas, including but not limited to spray painting oars and installing them on flower basket posts, having each business install their own flowers, or having art made for and installed in Downtown. Doing additional fundraising for this project was also discussed, and \$5,000 was a number that was thrown out as a possible amount we could spend (going further into debt) on this project. No consensus was made on a new beautification project or a fundraising project. The board of directors did express an interest in fundraising for the organization – but now concrete plans were made to do so.

4. DBBA 2020/2021 Budget (Mindy)

9:00 – 9:30

Mindy let the board know that they would need to vote on the budget during the June meeting and asked if anyone had any questions or comments on the budget that she had supplied.

5. Reopening Downtown (All)

9:30 – 9:41

N/A

6. Public Comments

9:41 to 9:45

Final Comments: Mindy reminded the board that she was just one person and asked them to remember that the DBBA had a part time person who cleaned the streets (Ryan) and a part time person who kept to books and legal issue taken care of (Barbara) and that we did not hire any outside contractors, so everything else was being done by one person (her), and she was already unable to complete the tasks on her plate, so to please be aware of this when coming up with new ideas.

7. Adjourn – Next meeting will be on June 10th, 2020