

DBBA 2/17/2021 Minutes

1. Financials from Angelina: 97% of EID's are in, income is more than budgeted. Also, most of the kiosk sales & payments are in. DBBA will most likely go over budget with new hire of sales & marketing person.
2. PPP & Travel Oregon grants have been applied for.
3. Hayden-new marketing & salesperson will attend the next board meeting with his ideas for the future.
4. The next city council dates are 3/17, 4/17& 5/19. We need to have our letters (& letters from other building/business owners) of support, ready for the council meeting. Board members also should talk to our neighbors, etc. to gain support.
5. Ricardo: @ training of business & building owners. James Marlow will be the one to create & execute the training. Training will provide owners info on how to provide racial sensitivity, how to look & get rid of discrimination, & LKM (low key monitor; AKA secret shopper). The board staff would like to take the training 1st, when it is available. All of it is funded by COBLA. Ricardo would also like an anonymous reporting program (DBBA does have a link already). In addition to training, there will be monthly or bimonthly workshops for business & building owners to attend. He would like building owners to look & readjust, in need be, their mission statements, etc. if they are racial or discriminatory. Everyone would like to keep this on our agenda.
6. Everyone would like to go forward with the 3-year EID & the .25/.26/.27 increase. EID boundaries would not expand, except to include The Commons. A zone change, from Greenwood to Revere (CL to CB) would be helpful in the future, if a boundary expansion takes place. Would help get infrastructure in place, like flowerpots, lights, etc.
7. DBBA is asking for \$30k, from the city, to remedy the EID budget deficit. Mostly for daily cleaning & snow removal. Also asking the city to change the 5% fee from the EID, which would be ~\$10-\$11k in savings.
8. Fundraising committees:
 - a. Try to find sponsors
 - b. How to use board members to gather & get more impact
 - c. Board retreat (4-5hrs) to get ideas together & then give out to board members to help with. Find ways to get non-staff to help.
 - d. Oktoberfest ideas: We need to make the decision in March to do/not do the festival. Risk still b/c of COVID & decreased # of vaccinations. Rethink festival flow...everyone liked the PASS idea. Scale it down & use DT businesses instead of booths, etc. Try to get all businesses involved. Similar to "flash your pass".
9. Adjourned at 9:35am.