



Downtown Bend Business Association
 Board of Directors Meeting Agenda
 DBBA Office, 916 Wall Street, 2nd Floor, Above Joolz
 Wednesday, April 10th, 2019 - 8:00-9:45 am

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

2017-2018 Board

JENNIFER STEIGMAN
 Faveur Boutique
 President

SARAH JORDAN
 Looney Bean Coffee
 Vice-President

SAMUEL JOHNSON
 Oxford Hotel
 Treasurer

RAY SOLLEY
 Tower Theatre
 Director

RYAN SMITH
 Goody's Chocolates
 Director

PACKY DEENIHAN
 Bend Brewing Company
 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

In attendance: Jen, Mindy, Rick, Chris Piper, Sam, Ryan Currence, Sarah, Ben Hemson, Packy, Ray, Lauren, Barbara.

1. Administration/Updates

8:00-8:15

- a) Approve minutes from last meeting – (Sarah) **approved**
- b) Board Member Updates or Comments! This is opportunity for board members to provide updates or ask questions of each other or staff, but also to allow for open discussion about vision for Downtown Bend and the role DBBA can play in shaping future of our downtown community. (Sarah) **Sarah shared there is a lot of confusion with Mirror Pond parking lot. Customers are confused if there is still free parking for the first two hours. Not clearly marked – information only available when accessing the app to pay for parking. She also shared her concern about losing customers if the free parking is eliminated. Mindy reported these problems are shared by the majority of businesses along Brooks Alley. Sam commented on his concerns regarding the D.A. not prosecuting crimes due to lack of staff. Packy, Sarah, and Jen shared they will be stepping down from the Board at the end of their terms in June.**
- c) Treasurer Report – (Sam) **Sam reported on DBBA's one time cash overage, and possible uses for the funds: a rainy day fund, leasing a truck for towing equipment, improved signage, kiosks. Also considering possibilities for savings, such as purchasing CDs, or higher yielding savings accounts.**

2. Guest: Moey Newbold, BCD

8:15-8:50

Moey talked about the Central District's plan for establishing a thriving urban neighborhood – planning for higher density housing in the core area. Presently, the Central District has some of the most permissive parking in the city. There are currently no plans for a parking garage in the Central District's plan.

DBBA needs to advocate for parking in the Central District at the URAB meetings. There is talk of building a performing arts center in the Central District.

Mindy asked if DBBA wanted to expand the EID, how would we do that given the current boundaries of the Central District. Ben and Chris indicated now would be the time to weigh in.

3. Governance of Scope/Decision Making

8:50-9:35

- a) **Communication:** April 17th – Council Work Session. What is most important to the board that I communicate?

Funding & Budget: New budget starts July 1st. Would the board like to have additional budget meetings or just discuss & approve the budget at the May/June board meetings? **DBBA will present the draft 2019/2020 budget at May's board meeting for board members' comments and feedback. The final budget will be presented at the June board meeting.**

Credit Cards/Savings Accounts

- b) **Beautification:** Spring Clean Up Day, Spring Pressure Washing **Spring Clean Up Day is scheduled for Sunday, May 19, from 2:00-4:00pm**
- c) **Events:** n/a
- d) **Marketing:** Social media metrics update, ideas to grow (intern/volunteer)

Promoting the economic vitality by enhancing the experience, image, and lifestyle of Downtown Bend



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e) **Advocacy:** E-scooter program
Sarah would like to see DBBA communicate the alternative methods of transportation we currently offer –Zagster Bike Share program, CET, shuttles etc.

f) **Vision & Growth:** Review Retreat Goals document. Would the board like to change anything? Future Guests –Jeff with CO, - Is there anyone else that the board would like to hear from?

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5. Outstanding Items (as time allows) **As Available**
Lauren and Sarah shared their willingness to take on more volunteering, either with committees, or helping with events. Would like to help take items off Mindy's plate.

6. Public Comment (if any) **9:35-9:45**

7. Adjourn- Next meeting will be May 8th, 2019

Social Media, Website & Newsletter Metrics:

Platform	Starting	Current	+/-
Website	23K/last 30 days	25K/last 30 days	+2,000
Facebook	26,460 (2/13)	28,019 (4/3)	+1,559
Instagram	1,733 (2/13)	2,646 (4/3)	+913
Twitter	8,867 (2/13)	8,952 (3/6)	+85
Newsletter	33.9% open rate	34.5% open rate	+0.6

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