



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

1. Administration/Updates Meeting attendees: Jen, Sarah, Sam, Ray, Ryan, Packy, Rick, Lauren, Ben, Julie (new board member-Joolz), Mindy, Ryan and Barbara

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) **There was positive feedback by board members and customers on the new Mirror Pond Parking Lot. Ben indicated the City is working on new signage to explain how the 2 free hour parking works by registering with the app.**

2. Items the Board needs to vote on

8:15-9:15

- Oktoberfest Budget, Lay it Out proposal **Motion put forth and approved to allow Mindy to negotiate and decide which company (Source Management or Lay It Out Events) to move forward with for OFest.**
- DBBA Budget (flexible this year based on DBBA/Friends research) **Budget approved by the Board; approval to move forward with researching the purchase of a company truck.**
- New Board Member Contracts(getting into alignment with our Bylaws)
- Tower partnership on Ambassador program **Cost to DBBA -\$1,700. Board Approved**
- Tower partnership on Kiosk.
- **Board approved motion to go forward with partnership/sponsorships for all 4 kiosks. Board approved allowing Mindy to negotiate the cost for all four kiosks with Carlson Signs.**

2. Governance of Scope /Decision Making

9:15-9:35

- a) **Communication:** Meeting with local building owners to put together a collective vision for Downtown (meeting our goals set in Feb) **Mindy indicated the Business Best Practices document is done, and will send it to the Board.**
- b) **Funding & Budget:** discussed above **Discussed DBBA savings and possible short term, safe and secure investment options. Barbara to present a proposal at the next Board Meeting.**
- c) **Beautification:** Franklin underpass, High pressure cleaning in the EID
- d) **Events:** Celebration Night review **Mindy indicated it was a great party, but not a financial success for the organization in its current format. Future Celebration Nights will be a party (no auction) with the intent that it will be a networking event for Board Members and businesses.**
- e) **Marketing:** n/a
- f) **Advocacy:** Changes to parking
- g) **Vision & Growth:** New Board Member Updates. We will be welcoming Ed Deenihan, Todd Looby, Samuel Johnson and Juli Hamdan. Goodbye to Jen, Packy and Sarah!

4. Public Comment (if any)

Mindy indicated Deschutes County has agreed to make its parking lots available to the Downtown after hours and on weekends. Working on a document to implement this.

9:35-9:45



5. Adjourn- Next meeting will be July 10th, 2019

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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