



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

Meeting Attendees: Ray Solley, Sam Johnson, Ed Deenihan, Todd Looby, Juli Hammond, Ryan Smith, Ben Hemson, Ryan Currence, Mindy Aisling, Barbara Simms

2017-2018 Board

SAMUEL JOHNSON
Oxford Hotel

RAY SOLLEY
Tower Theatre
Director

RYAN SMITH
Goody's Chocolates
Director

ED DEENIHAN
Bend Brewing Company
Director

RICK WRIGHT
916 NW Wall Owner
Director

LAUREN KELLING
Oregon Body & Bath
Director

TODD LOOBY
Bend Film
Director

JULI HAMMOND
Joolz
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

8:00-8:15

- a) Approve minutes from last meeting (Mindy) **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. (All) **Ray shared a debrief on the launch of the Ambassador Program. Mindy discussed Ride Bend Shuttle availability; Ryan will be hanging banners for it as well. Board members expressed interest in obtaining posters or handouts for their stores. There was agreement that more marketing materials are needed in order to get the word out. Additional parking – Mindy shared that Deschutes County parking lots are available to the public (free of charge) on weekends (starting at 5pm on Fridays) and for special events.**

2. Welcome New Members

8:15-9:15

- Introductions – Current members & ex-officios (answer the 3 questions below)
 - Name, Business, # of years on the board – **not recorded**
 - What is the biggest positive growth and development the DBBA has seen in the last year? **Comments included: Mindy getting the budget under control, exceeding profits on programs and increased fundraising, better management of the organization, EID cleaner this year than previous years, one long term board member reported that this was the healthiest he had ever seen the DBBA.**
 - What is the biggest issue that Downtown Bend is currently facing? **Comments included parking, rising rents, avoiding homogenized look of many downtowns, increased competition (from Box Factory, Old Mill), the number of events held downtown that negatively impact sales for a large number of businesses in the peak season.**
- Introductions – New members (answer the 3 questions below)
 - Name, Business
 - What is Downtown Bend's greatest strength
 - What is the biggest issue that Downtown Bend is currently facing? **Comments included Parking, livability, competition from other district, Bend's growth.**
- Go over Board Member Agreement & Info Sheet (Complete, sign and turn in)
- Elect a president, vice president, treasurer, secretary **Sam voted in as President, Ed voted in as Vice President, Todd voted in as Treasurer, Lauren voted in as Secretary.**

3. Governance of Scope /Decision Making

9:15-9:35

- a) **Communication:** n/a
- b) **Funding & Budget:** Budget, Balance sheet and Investing (Barbara). Oktoberfest Merchandise (Mindy, Barbara) **Barbara reviewed current projected cash flow for the fiscal year. Due to planned expenditures in the first quarter for Oktoberfest and a**

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



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company truck as well as the uncertainty of the timing of EID funding and profits from Oktoberfest, it was decided that investing surplus would be revisited at November's Board Meeting. OFest merch: Mindy/Barbara presented stats on merch sales and stein/beer sales. Due to low profit margins and revenue from merch sales, Board approved the decision to discontinue merch this year. To deplete inventory, freebies will be included in presale of steins/beer. May have other giveaways as well.

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- c) **Beautification:** Possible partnership with The Source for the Downtown kiosks (Mindy) **Kiosks -Mindy discussed the proposed partnership with the Source. The Source would sell ad space for the kiosks in exchange for a small banner at the bottom of the ad. EID members would be offered discounted rates, and have the first opportunity to rent ad space before offering to businesses outside the EID. Mindy to find out when the directories will be up and running.**
- d) **Marketing:** n/a
- e) **Advocacy:** Events in Downtown Bend (Mindy, Ben) **Board members would like to have a separate meeting to formulate DBBA's position on this issue and lay out its request for changes from the City.**
- f) **Vision & Growth:** Brooks Alley Closure, Brooks Ally current dangers (Mindy, Ben, Chris) **Board members would like a survey conducted to gather feedback on this issue from the businesses along Brooks Street Alley. Ben to help Mindy scope out the survey questions.**

4. Public Comment (if any)

9:35-9:45

5. Adjourn- Next meeting will be Aug 14th, 2019
