



DBBA Board of Directors Meeting Minutes
Zoom: <https://us02web.zoom.us/j/82142527647>
Wednesday, Nov 18, 2020 8am - 9:45am

DBBA Board of Directors

ED DEENIHAN
Bend Brewing Company
President

SAMUEL JOHNSON
Oxford Hotel
Vice President

ANGELINA SWANSON
aos Skincare
Treasurer

CORI HAMILTON
Velvet Lounge
Secretary

TODD LOOBY
Bend Film
Director

ANGELA SALIDO
Outside In
Director

SARAH WORLEY
Good Drop Wine Shoppe
Director

Ex-Officios

CHRIS PIPER
Bend City Councilor

BEN HEMSON
City of Bend

RICCARDO WAITES
COBLA

Staff

MINDY AISLING
Executive Director

BARBARA SIMMS
Administrative Director

RYAN CURRENCE
Operations Manager

In Attendance: Ed, Sam, Angelina, Cori, Todd, Angela, Sarah, Chris, Riccardo, Mindy, Barbara, Ryan. Absent: Ben, Guests Maureen from Princess Athletics and Kristen from Crater Lake Spirits.

1. Administration & Updates

8:00- 8:10

- a) Approve minutes from last meeting (Ed) - approved
- b) Treasurer Report (Angelina)

- a. ~90% of EID payments are already in
- b. Even if Oktoberfest is 86'd we could still use our budget for ~2 years (to market downtown).
- c. Forecasted budget is only -\$12,400 giving an opportunity to promote downtown.

a) Board Member Updates and Comments (All)

2 week "freeze" starts today. DBBA drafted a letter to Russell, Piper & Healt stating that there is not data supporting the closure of bars & restaurants & they are being unfairly targeted.

- a. Russell needs to reach out to Gov Brown to advocate for bars/restaurants.
- b. Todd Looby stated that the letter be sent to the Board who had not received it prior to the meeting and this discussion. He also questioned the process by which the organization develops a stated position and publicly states that position. Todd advocated for the development of an approval process that would allow full board input and vote on a position prior to the release of a stated position on organization letterhead or other official communication channels.
- c. Visit Bend's restrooms still & won't be opened anytime soon.

2. Social Media

8:10 - 8:25

- We all want to move forward with it, especially with the holidays approaching.
 - Intern vs. paid marketing person/firm
 - 3 year social media budget even with deficit in budget.
 - Mindy will submit proposal @ options

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3. e. Ed is concerned about an intern vs paid position

4. Financial Approvals, Reporting

8:25 – 8:35

Mindy looking for the ability to approve spending that's not in the budget up to \$1000 personally, up to \$5000 with pres/board approval & over \$5000 with full board approval.

5. Yiftee Digital Gift Cards

8:35 – 9:15

- Digital gift cards only work with selected community businesses.
- “keeps local dollars local”
- Fees: no charge to set up, no monthly charges. Merchant does pay the cc fees.
- E-delivery fees are picked up by the buyer. Tipping is not an option. Non-use
- fees go to Yiftee.
- All digital format, no cards are issued.
- Backoffice reports are good to see where \$ is being spent.
- Can be used along with a fundraiser.
- Should we combine with downtown dollars?
- Good timing to launch with COVID shutdown.
 - Maybe a sponsorship with DBBA funding?

6. Long-range (EID) Planning

9:30 – 9:40

- Lots of new developments & maybe increase boundaries?
- Organize it before the council meeting in March.
- Small team is needed to head up the planning.
- Should we increase EID amounts?
- Should the city add into the funding?

7. Public Comments

9:40 – 9:45

Adjourn – Next meeting is Dec 16th, 2020 from 8am to 9:45am