



## DBBA Board of Directors Meeting Minutes

Zoom: <https://us02web.zoom.us/j/85182111780>

Wednesday, Dec 16, 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

## 1. Administration & Updates

8:00- 8:15

- a) Approve minutes from last meeting (Ed) – *Ed skipped this step as one of our directors had already requested changes to the minutes via email.*
- b) Board Member Updates and Comments (All)
- c) Staff Updates (All)
  - a. Tree Lighting – *Mindy reported that the virtual tree lighting went well, but that she was disappointed with the lack of recognition that was given to the DBBA by the COB and KTVZ. She promised to remedy this next year through better communication.*
  - b. Shop Small Passport Event – *Mindy reported that the virtual Shop Small Passport event went well, and that they were able to award prizes to members of our community for shopping local.*
  - c. Yiftee Rollout – *Mindy reported that the Yiftee rollout was going smoother and faster than she expected.*

## 2. Jason Kropf

8:15 – 8:30+

*Jason shared with us what he is currently doing to support the business community. Sarah asked specifically about efforts to remove/reduce Governor Brown's orders, and Jason reported that there were no specific measures that he was currently taking in this regard.*

## 3. Phil Chang

8:30 – 8:45+

*Phil shared with us what he is currently doing to support the business community. Sarah asked specifically about efforts to remove/reduce Governor Brown's orders, and Phil spoke of efforts to improve communication, education and self-responsibility for the public in regard to COVID19 safety.*

## 4. Social Media & Newsletter Update/Metrics

-8:45 – 9:00

*Mindy reported the growth of each of the 3 social media channels (attached) and shared the proposals that she was getting to explore to option or hiring out social media work.*

- Growth since last board meeting
- Proposal received

## 5. Small Business Development Center (Ken)

9:00 – 9:20

*Ken shared how the SBCD is funding and the scope of work that they offer. Mindy agreed to work with Ken to educate our members about these opportunities.*

**6. Letters & Advocacy**

**9:20 – 9:30**

*Ed shared that he had considered the previous discussion about board approval on letters that could be perceived as political and shared that in the future these would be sent to all board members for review, but that feedback could be required in 24-48 hours given the timeline of the advocacy. Mindy agreed to put this timeline in the subject header to alert board members when things were time sensitive.*

**7. Jan, Feb, March Promo Brainstorm**

**(if time allows)**

*Time did not allow for this discussion. N/A*

- Downtown Bingo, Scavenger Hunt, Punch card?
- Ski Groups
- Art Installation
- Cross Promotions with other districts?
- Valentine’s Day/St. Patty’s Day?

**8.**

**Public Comments**

**9:40 – 9:45**

Adjourn – Next meeting is  
Jan 20th, 2021 from 8am to 9:45am

