



**DBBA Board of Directors Meeting Agenda**

Zoom: <https://us02web.zoom.us/j/86962533827>

Wednesday, Jan 20, 2021 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**

ANTHONY BROADMAN  
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- 8:25**

- a) Welcome Anthony Broadman, Introductions (Ed)
- b) Approve minutes from the last two meetings (Ed)
  - a. Nov
  - b. Dec
- c) Board Member Updates and Comments (All)
- d) Staff Updates and Comments (Staff)
  - a. Open Ended Questions
  - b. Holiday decorations expired
  - c. Social media metrics update
  - d. New Hire proposal
  - e. Kiosk/Banner Agreement (Ben)

**2) New Year Visioning**

**8:25 – 8:55**

a) With the new year just behind us, and an EID change directly ahead of us, this is the perfect to get in touch with our vision for Downtown Bend and for the DBBA. We would like everyone to take a turn answering the following questions:

- i. What is one (or two) of your big, 20 -30 year, no limits dreams/visions for Downtown Bend?
- ii. What is one of your dreams/visions for the DBBA by the end of this EID term (2024)?

- |            |                    |
|------------|--------------------|
| • Ed       | • Angela           |
| • Sam      | • Sarah            |
| • Angelina | • Mindy            |
| • Cori     | • Barbara          |
| • Todd     | • Ryan             |
|            | • Guest/Ex-Officio |

**3) Downtown PowerPoint v1 (Mindy)**

**8:55 – 9:15**

- a) Review EID Basics from Board Orientation
- b) Review EID Options, Scope, Forecasted Budget Scenarios, etc.

**4) EID Renewal Discussion (All)**

**9:15 – 9:40**

**5) Public Comments**

**9:40 – 9:45**

Adjourn – Next meeting is Feb 17th, 2021 from 8am to 9:45am

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Open Ended Questions:

What would it take to make this (project/event/growth) a success?

Does staff have time to add this (project/event growth) to the current workload?

What could we remove from staff current duties to make room for \_\_\_\_\_?

How can we (as the board) support this (project/event/growth)?

How successful is staff at completing their current workloads?

What is the place our organization is hurting the most?

Where is the place our organization is succeeding the most?

What would suffer if we took on this (project/event/growth) as an organization?

How does this (project/event/growth) align with our mission?

What tools does staff need to improve/achieve \_\_\_\_\_?

How does this (project/event/growth) serve our stakeholders?

What stakeholders are left out of this (project/event/growth)?

What do you hear about this (project/event/growth) from our stakeholders?

What would you (staff) like to see more of from the board?

How many staff are allocated to this (project/event/program)?

What percent of our budget does this (project/event/program) represent?

As you look from a higher vantage point, does this % feel right relative to other work the organization does?

What is your vision for this (project/event/growth)?

How is staffing for this project/event/growth – where is it relative to 2-3 years ago? What impact has that had?

Where does our organization need to scale back?

What is your biggest concern when taking on this (project/event/growth)?

How can we determine if this (project/event/growth) was a success?

What prompted you to \_\_\_\_\_?

What process did you go through to determine \_\_\_\_\_?

How do you see this working?

What do you see as the next action step?

What other data points should we know/review before moving forward?

What could no longer make this a priority?

Describe your contingency plan?

What has changed since we last talked?

What concerns to you have about this (project/event/growth)?

Where would you (staff) like to do better?

What motivated you to bring this topic up?

What obstacles do you feel could come our way?

What will we need in place to get started?

What resources would be helpful?

Social Media Metrics (as of 1/18/21)

Instagram: Nov to Dec saw a 5.3% increase in followers, Dec to Jan saw a 5.9% increase.

- Last meeting = 7,953, This meeting = 8,428

Facebook – Nov to Dec saw a .09% decrease, Dec to Jan saw a .12% decrease.

- Last meeting = 27,991, This meeting = 27,956

Twitter – Nov to Dec saw a .54% increase, Dec to Jan saw a .42% decrease.

- Last meeting = 9574, This meeting = 9,533