



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 - *approved.*
 - b. Dec - *approved.*
- c) Board Member Updates and Comments (All) – *Board agreed that DBBA needed to apply for the second round of the PPP.*
- d) Financials - *97% of EID's are in, kiosks are helping by 50K,*
- e) *forecasting: \$11k net income*
- f) Staff Updates and Comments (Staff)
 - a. Open Ended Questions – *Mindy requested that board asked more open-ended questions during board meetings, and provided examples (attached)*
 - b. Holiday decorations expired - *Mindy reported that most of the holiday decorations would need to be replaced next year.*
 - c. Social media metrics update/ New Hire proposal
 - *New hire for social media position would ~\$400/wk. \$ could be better spent.*
 - *b. Proposing a new social media/marketing position at \$17/hr. All agreed to start hiring & move forward with it.*
 - d. Kiosk/Banner Agreement (Ben) - *skipped*

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)?

Roundtable about new year visioning

- a. *Mindy: Increase flowerpots with local & natural landscapes. Increase the vibe in the alleys. DBBA: make budgets balance equal.*
- b. *Angelina: change DT to pedestrian only. Increase safety in structure & lots. Not police presence but, lighting, murals, etc.*
- c. *Ryan: all sidewalks made with concrete (less slippery, easier maintenance). New power poles & flowerpots. To have power on every*

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- pole for lighting (fix the current ones & actually be able to use them).*
- d. Cori: pedestrian only downtown, lighting up year-round, bathrooms.*
- e. Barbara: make Christmas seem “magical”, nightly events leading up to the holidays, more art installations & interactive art. Larger sidewalks for outdoor seating and easier ADA accommodations. Alleyways like Pioneer Square, charming & clean. DBBA: equaling out budget, adequate staffing. & infrastructure (to accommodate grants, etc.).*
- f. Sarah: restrooms, parklets, involve BP&R, change culture of parking. structure walking (it is not that far) & lights up year-round.*
- g. Ed: make DBBA more influential to benefit DT, increase relationship with building owners.*
- h. Ricardo: Increase emphasis on safety of people of color & training of business owners & building owners. Ex) secret shoppers. **we need to do something about it instead of talking about it** Set up a meeting with Ricardo, the city & the safety program...Councilor Broadman would like to join.*
- i. Todd: beautification & marketing ex: “take out Tuesday” which creates community & promotes the town. Look at more funding & grants (has a grant writer available). Match other local associations marketing...*
- j. Sam: hire more people for sales, parklets are a good lead into. The pedestrian only options.*
- k. Broadman: use county lots for parking & educate people about the lots, until a better solution is available.*

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.

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4) EID Renewal Discussion (All) 9:15 – 9:40

- a. 3-year term - approved.
- b. Rate - \$0.25, \$0.26, \$0.27 - approved.
- c. Boundary changes (TBD): board was split on this decision. Some members were passionate about expanding to the Revere intersection. Mindy said that she had pulled some ‘quick and dirty’ numbers on expanding the district from Greenwood to Revere, and that the budget income increase would be about 66K, and the budget expense increase would be about 85K, so she strongly recommend against expanding due to the budget already being in a deficit and this expansion would further add to that deficit. She also reported that this decision should be made 18-24 months before an EID renewal – and not 2 months before an EID renewal. She explained the time and steps it would take to accomplish an expansion like this successfully.

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d. Scope of work – Mindy explained the 3 budgets that the DBBA has. The EID budget, the Revenue Budget and the Fundraising Budget. The next 3 year EID term, the EID budget is forecasted at -55K, -53K and -52K. This deficit has been filled, in previous years, but fundraising – however, Mindy highly recommend finding ways to bring the EID budget flush so that fundraising and revenue could be used to better downtown & purchase things like holiday decorations. She outlined the dangers of counting on fundraising to cover EID specific costs. The board did not have time to discuss or decide on a scope of work for the 2021-2024 EID.

5) Public Comments

9:40 – 9:45

N/A

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

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Suggested Open Ended Questions for the BOD to ask staff:

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 _____?

DRAFT

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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