



DOWNTOWN BEND

Marketing | Beautification | Economic Development



DBBA Board of Directors

CHRIS PIPER
Community Member
Board President

SARAH WORLEY
Good Drop Wine Shoppe,
Owner
Board Vice President

CHRISTINE DAVIS
Revolvr Menswear &
Evrgreen Clothing, Owner
Board Secretary

ANGELA SALIDO
Outside In, Owner

JOEL GISLER
Building Owner

DBBA Board of Directors

JOANNE SUNNARBORG
Desperado Boutique, Owner

CALISTA BOLLIER
Community Member

LYNNE MILDENSTEIN
Community Member
Deschutes Public Library

McKenna Mikessel
Building Owner, RSM Inc.

Ryan Nugent
Employee, Legum Design

Tony Levison
Co-Owner, Kobold Brewing

DBBA Executive Director

SHANNON MONIHAN

DBBA Staff
RYAN CURRENCE
Maintenance and Facilities

BARBARA SIMMS
Business Administrator

LIZ ROBERTS
Executive Assistant
Banners and Events Support

Ex-Officios

ANTHONY BROADMAN
Bend City Councilor

BEN HEMSON
City of Bend

RICCARDO WAITES
COBLA

DBBA Board of Directors Agenda

Wednesday, March 15, 2023

In Person: 916 NW Wall Street

Zoom: Meeting ID: 825 0404 3644 Password: 916

1. Administration 8-8:05
 - a. Approve minutes from last meeting (Chris)
2. Financial Report 8:05-8:15 (Barbara)
 - o Ahead of plan by approximately 11k. Received a grant from someone Ryan connected with. \$1500 of unrestricted funds.
 - o Expenses under plan by \$50k. Increased our marketing budget. Program expenses under budget in labor. Net at \$60k ahead of planned budget.
3. DOWNTOWNBend State of the Union, Shannon Monihan, Executive Director 8:15-9:00
 - o Welcome new board members:
 - MckMenna Mikesell
 - Ryan Nugent
 - Tony Levison
 - o The Dude Day
 - o VIP Pass Program
 - Targets tourists and includes Kiosk Advertisement, visibility
 - o Flower Basket Sponsorships
 - Includes Kiosk Advertisement, visibility
 - o Board Election Process, Upcoming Board Meetings and Locations, Member Engagement, Executive Director Messaging
 - New terms will be May 1st
 - June board meeting we will elect new Board members
 - Those with terms expiring need to reapply and let Michaela know by end of this week, 3/17/23
 - Sarah suggested an email solely focused on DBBA elections vs just the newsletter
 - o Meeting with Mayor Kebler: Parklets, Parking, Homeless, Minnesota Ave., TRT
 - o Got a tremendous amount of feedback from the last packet so they've made some revisions
 - o Will reward some of the flower basket sponsors on the kiosks
 - o VIP program – 70% locals, 30% tourist. Applied for approximately \$24k dollars for cultural grant. Focusing on advertising dollars to promote tourism downtown during the holiday season.
 - o Easter will be hosted at Bend Brewing. Ryan and Liz will be Easter bunny and chick
 - o Supersize My Marketing has helped people start planning their annual marketing



DOWNTOWN BEND

Marketing | Beautification | Economic Development



DBBA Board of Directors

CHRIS PIPER
Community Member
Board President

SARAH WORLEY
Good Drop Wine Shoppe,
Owner
Board Vice President

CHRISTINE DAVIS
Revolvr Menswear &
Evrgreen Clothing, Owner
Board Secretary

ANGELA SALIDO
Outside In, Owner

JOEL GISLER
Building Owner

DBBA Board of Directors

JOANNE SUNNARBORG
Desperado Boutique, Owner

CALISTA BOLLIER
Community Member

LYNNE MILDENSTEIN
Community Member
Deschutes Public Library

McKenna Mikessel
Building Owner, RSM Inc.

Ryan Nugent
Employee, Legum Design

Tony Levison
Co-Owner, Kobold Brewing

DBBA Executive Director

SHANNON MONIHAN

DBBA Staff
RYAN CURRENCE
Maintenance and Facilities

BARBARA SIMMS
Business Administrator

LIZ ROBERTS
Executive Assistant
Banners and Events Support

Ex-Officios

ANTHONY BROADMAN
Bend City Councilor

BEN HEMSON
City of Bend

RICCARDO WAITES
COBLA

DBBA Board of Directors Agenda

Wednesday, March 15, 2023

In Person: 916 NW Wall Street

Zoom: Meeting ID: 825 0404 3644 Password: 916

3. DOWNTOWNBend State of the Union, Shannon Monihan, Executive Director 8:15-9:00

- o Letter to the City has sparked a lot of engagement and passion from the public. Encouraging business owners and community members to join in the monthly meetings to speak their concerns or feedback.
- o Ben – TRT dollars – in scope phase of capital improvement program and should have options to share publicly this summer. Goal is to redo the plaza outside the commons and tie it to an improvement of North Mirror Pond Lot.
- o Ben will send the camping code revisions to Shannon. Gives more clear steps that community members can do to deter camping in front of their businesses.
- o Will be rotating where the location of meetings will be. April will be at the Oxford Hotel, May will be at Tower Theater.
- o First Friday focus on our point of difference and the culture of downtown. Bagpipes were there for March.

4. DOWNTOWNBend Pulse Report 9:00-9:20

- o District 1 (Joel)
 - nothing to report
- o District 2 (Chris, Term Ends June 2023)
 - been traveling so haven't been out as much. Camping code has been the biggest concern for the people he's spoke with and how people should react to it.
- o District 3 (Cali)
 - nothing to report
- o District 4 (Sarah)
 - New business Nashelle on her block. Encouraging businesses to engage with DBBA in a positive way and if they continue to just focus on negativity we will not continue to stop by.
- o District 5 (Joanne, Term Ends, June 2023)
 - Change is hard. Giving people a resource to voice their concerns whether it be Shannon or the city is important.
- o District 6 (Christine, Term Ends, June 2023)
 - Met with Jennifer from Nashelle. Had a good Dude Day and encourages others to keep the perspective of events will build year over year so don't be discouraged if events in their first year are not First Friday level.
- o District 7 (Lynne, Term Ends, June 2023)
 - Has had people reach out to the library to hold events there and wondering how they can package it all together with the DBBA.



DOWNTOWN BEND

Marketing | Beautification | Economic Development



DBBA Board of Directors

CHRIS PIPER
Community Member
Board President

SARAH WORLEY
Good Drop Wine Shoppe,
Owner
Board Vice President

CHRISTINE DAVIS
Revolv'r Menswear &
Evrgreen Clothing, Owner
Board Secretary

ANGELA SALIDO
Outside In, Owner

JOEL GISLER
Building Owner

DBBA Board of Directors

JOANNE SUNNARBORG
Desperado Boutique, Owner

CALISTA BOLLIER
Community Member

LYNNE MILDENSTEIN
Community Member
Deschutes Public Library

McKenna Mikessel
Building Owner, RSM Inc.

Ryan Nugent
Employee, Legum Design

Tony Levison
Co-Owner, Kobold Brewing

DBBA Executive Director

SHANNON MONIHAN

DBBA Staff
RYAN CURRENCE
Maintenance and Facilities

BARBARA SIMMS
Business Administrator

LIZ ROBERTS
Executive Assistant
Banners and Events Support

Ex-Officios

ANTHONY BROADMAN
Bend City Councilor

BEN HEMSON
City of Bend

RICCARDO WAITES
COBLA

DBBA Board of Directors Agenda

Wednesday, March 15, 2023

In Person: 916 NW Wall Street

Zoom: Meeting ID: 825 0404 3644 Password: 916

5. City of Bend State of Affairs 9:20-9:40

- Anthony Broadman, City Councilor (5 min)
 - Transportation Utility Fee is topic on the table today. Basically charge just like utilities which will go towards road projects. Also reviewing how the City legislates around trees and the need for more housing. For new members, phone number is on the city website and he can always point you to the correct point of contact.
- Ben Hemson, City Liason (5 min)
 - Make sure Tobi gets an invite to next meeting.
 - Needs to get through the budget season before we can followup with people who haven't paid assessments. May be at 100% for this year because he just released funds.
- Tobi Marx, City of Bend Parking (10 min)

6. Public Comments and Pre-Approved Presentations 9:40-9:40

- Todd Dow – High Desert Frameworks – been in Downtown for 16 years, prior to that in Sisters. Generally 100% supportive of Downtown City events. We are not in support of the for profit organizers that close off one street such as the Subaru Winter Fest coming up in April.

7. Friends of Downtown Bend 9:50-10

- Barbara – DBBA is a 501C6. Friends of Downtown Bend is a 501C3 to accept donations or grants and receive a tax write off.

8. Current board member intros to new members. 8:57 – 9:02