



## DBBA Board of Directors Meeting Agenda

Attend: <https://us02web.zoom.us/j/85928467411>

Wednesday, August 17th, 2022, DBBA Office

### DBBA Board of Directors

CHRIS PIPER  
Community Member  
*President*

SARAH WORLEY  
Good Drop Wine Shoppe  
*Vice President*

JOEL GISLER  
Building Owner  
*Treasurer*

CHRISTINE DAVIS  
Revolv'r Menswear &  
Evrgreen Clothing  
*Secretary*

CALISTA BOLLIER  
Community Member  
*Director*

LYNNE MILDENSTEIN  
Community Member  
*Director*

ANGELA SALIDO  
Outside In  
*Director*

JOANNE SUNNARBORG  
Desperado Boutique  
*Director*

### Ex-Officios

ANTHONY BROADMAN  
Bend City Councilor

BEN HEMSON  
City of Bend

RICCARDO WAITES  
COBLA

**Present:** Sarah Worley, Joel Gisler, Christine Davis, Calista Bollier, Lynne Mildenstein, Angela Salido, Joanne Sunnarborg, Liz Roberts, Barbara Simms, Michaela (virtual), Shannon Monihan, Ryan Currence, Anthony Broadman, Riccardo Waites, Ben Hemson

**Absent:** Chris Piper, Toby

**Guests:** Mike Walker, Cyrus

### 1) Administration 8:00- 8:15

- Sarah motion to approve minutes, Christine 1<sup>st</sup>, Lynn 2<sup>nd</sup> – All approved

- Sarah motion to extend ex officio member, Riccardo Waites on board. All approved.

- Riccardo Waites requested to speak. DBBA is stuck in a really tough spot with DEI. Riccardo has a goal to change how Downtown is viewed by people of color. Is partnering with Housing Works to create a savings program. One student, one adult. Can use funds to buy a home, buy a car, go to school. Wants to create a community opportunity program. Is asking DBBA to help in creating a downtown part time position for an individual to help save the funds. Have them employed as a Downtown Ambassador or at a Downtown business. Would like to be added to the agenda to present at next meeting. There's been a second attack on POC in the same exact spot Barry Washington was murdered. Female was beaten and stomped. Riccardo shared personal challenges with custody of his daughter and is open to any

opportunities or assistance to raise funds. He can be reached at 541-903-2706

## **2.) State of Affairs, DBBA: 8:15-9:00**

- **Executive Director, Shannon Monihan, speak to staff and board**

Intro of new Executive Director Shannon Monihan. Has taken a lot of time to meet the team, looked at strategy even before taking the position so right out of the gate she could charge forward. Background is all in Oregon. Community and entrepreneur centric is where all of her experience lies. Excited to have an existing staff. Wants to work on operational process and structure. Look at the DBBA as an organization, what tools do we have, how can we best communicate. Vision is to be narrowly focused on goals. Number one goal is the way we're perceived, how do we get people to our party instead of all of the other areas of town? Views social media marketing as an opportunity and a way to fine tune brand recognition. Social media is the grab before they even come into the state. Optimize our team to focus on content creation, internal communication, current, relative, and functioning. We have to meet each demographic at the place they communicate. Google will optimize authentic content. Spills over with Ben and Toby. Parking could be a content focus. We can utilize social media about a communication tool for difficult information. Going to stick with just round DBBA logo. Capitalize on the seasons and what people relate to Downtown. Leader in launching the seasons. Everyone respects the beautification of Bend. Very protective of the safety of Bend after being in Portland and feeling unsafe. Hyperfocused on our mission. Wants to make sure the team has the tools to do their job. Focus on relationship with our partners with the City, Diamond Parking, Visit Bend and business owners.

- **Update on October Events (Shannon)**

### **Oktoberfest, Oct 1 (Saturday)**

Oktoberfest is shifting and there's some confusion. Partnered with the Source. Oktoberfest now has a different meaning to the DBBA. Fall Fest is a physical event with a beer garden, one brewery, Deschutes. Oktoberfest is a marketing arm of Fall Fest. Oktoberfest is 1 day, Fall Fest is 3 days. Create content to support the businesses that are partaking in the event but not directly in the beer garden. Costume contest, yodeling on the hour, chicken dance at top of the hour, keg tap. DBBA will have gifts for attendees. Cleaning up communication on the site and utilizing DBBA social media to push out information.

### **Halloween, Oct 31 (Monday)**

Halloween is same as last year.

### **3.) Grants 9:00-9:10**

- **Update on grant for benches in downtown**

Update on grant provided by Sarah on behalf of Ed. Visit Bend refused to move our application forward. Ben explained there was a decision made in 2008 that benches were not legally allowable for grants. Kevny does have the authority to make that call. City of Bend just finished a lawsuit of improper use of room rental taxes. Suggested to focus on next year's application and really knock it out of the park. Joanne suggested an iconic focal point that Downtown could be known for future submissions.

### **4.) State of Affairs, City of Bend 9:10-9:15**

Very grateful for the Board getting Shannon on the team. No areas of concern beyond the grant. Anyone is welcome to observe the BSF board to see how they deliberate. Anthony was one of the supporters of not solely using TRT dollars to advertise to people to visit bend and pushed for dollars to go towards facilities that also benefit the people that live here. City is willing to be as aggressive as we need to be as long as it doesn't directly go against laws.

### **5.) Parking Update: 9:15-9:20**

- **Parking presentation (Tobi)**

Tobi was not able to be present. Parking Update on hold until September 21 board meeting; Sarah or Michaela to make sure invitation send to Tobias Marx, Parking Service at City of Bend for attendance at this future meeting

### **6.) Bend Chamber of Commerce 9:20-9:35**

- Cyrus, Mooney, Events and Programs Lead from the Bend Chamber gave an overview of the Economic Impact Conference happening on November 15, 2022 at the Riverhouse Convention Center. Highlights:
  - This will be a half-day, in-person conference. No virtual option.
  - Guest speaker(s) is Frontdoor Back (frontdoorback.com) who will be presenting and setting up limited consultations to attendee providing business and marketing guidance.
  - Damon Runberg, Regional Economist at Oregon Employment Department, will also do a presentation on the economy outlook for Central Oregon
  - Cost of conference is \$70 for chamber member and \$100 for non-member
  - Registration to go live sometime in September.
  - Anticipating 500-600 attendees

- Cyrus and Sarah W thought this would be a good way for the DBBA and the Bend Chamber to partner and encouraged DBBA participation and attendance.
- The Bend Chamber is hoping to arrange free consultations for selected local businesses and hoping for DBBA assistance.
- Sarah W will be the point of contact for Cyrus for DBBA and any coordination with Chamber for the conference.

## **7.) Friends of Downtown Bend 9:35**

nothing to report

## **8.) Public Comment**

- Mike Walker spoke to overall parking concerns in Bend as an owner of a building located on Greenwood and Hill.
- After his comments, he requested to speak at a future DBBA meeting as a lay-person and past member of Downtown Bend Parking Advisory Committee, about midtown crossings and core area funding priorities of the Core Area Advisory board.
- Sarah W. will reach out to him for a presentation at next meeting. His email [mcwcllc@msn.com](mailto:mcwcllc@msn.com)

## **Other Business or Comments**

- Calista asked about business cards and name badges; Liz let board know they should arrive soon and will be immediately distributed.
- Barbara and Joanne asked about DBBA district updates; Joanne noted that most questions or concerns were around parking and the parklets.
- Ben H and Councilor Broadman noted that any City of Bend related policy concerns or complaints should go to the City of Bend and DBBA should not need to defend the City's position or decisions.
- Shannon requested that each DBBA board member set up a meeting or coffee with her to walk and talk through your District with her, sharing concerns and issues.
- Overall, parking continues to be a sensitive subject for most local business owners.

Meeting adjourned at 9:42 am.

Next meeting is September 21 at 8:00 am.