



DOWNTOWN BEND

Marketing | Beautification | Economic Development



DBBA Executive Director

SHANNON MONIHAN

DBBA Staff

RYAN CURRENCE
Maintenance and Facilities

BARBARA SIMMS
Administrative Director

LIZ ROBERTS
*DOWNTOWNBend Dance Crew
and Events Support*

TYLLER JONES
*Social Media Content Creator
and Event Support*

NEW DBBA Board of Directors

Building Owners

PATRICK TROWBRIDGE
President
Building Owner, Lark
Mountain Modern

McKenna Mikessel
Building Owner, RSM Inc.

JOEL GISLER
Building Owner

Eat and Drink

SARAH WORLEY
Business Owner, Good
Drop Wine Shoppe

Retail

JOANNE SUNNARBORG
Business Owner, Desperado Boutique

RICK JOHNS
Business Owner, Haven Home Style

RISSA CONWAY
Vice President
Business Owner, Truffle Pig Trading Co

ANGELA SALIDO
Business Owner, Outside In

SARA MCQUILLIN
Business Owner, Lulu's Boutique

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CALISTA BOLLIER
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LYNNE MILDENSTEIN
Treasurer
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Deschutes Public Library

Ex-Officios

ANTHONY BROADMAN
Bend City Councilor

BEN HEMSON
City of Bend

DOWNTOWNBend Business Association Board Meeting

Wednesday, July 19, 2023 8-10am

In Person: Oxford Hotel Conference Room

Zoom: 818 6026 6010

1. Administration 8:00-8:15
 - Approve minutes from last meeting (Patrick)
 - Sarah 2nd, all approved
2. Financial Report (Lynne) 8:19-8:24
 - Under budget on expenses (due to not spending all of the marketing budget and saved on program labor)
 - Net income for the year in the green
 - Brought in \$34,000 more this year, also more expenses
3. DOWNTOWNBend State of the Union, Shannon Monihan, Executive Director 8:25-9:26
 - “today’s board retreat” - the past, present, and future of DBBA
 - Looking to other city’s financial model: Bozeman is a good example
 - Heavy focus on marketing – more expensive placement in newspapers, online, and kiosks (bringing in \$400,000 just in marketing)
 - EID just for beautification (another \$400,000)
 - UID (urban improvement district) - \$4 million



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3. DOWNTOWNBend State of the Union, Shannon Monihan, Executive Director 8:25-9:26
 - Proof of concept of marketing has been successful, so now we'll ramp up to increase revenue
 - Holiday decorations:
 - Trees are being taken down (which have current Christmas lights) for wayfinder system
 - City is giving \$15,000 - \$20,000 plus labor to replace the lights they're taking down
 - Shannon is following up to confirm date for replacement
 - New snowflakes are in, will last 10+ years. Hanging an example downtown. Shannon has a sponsorship packet ready to pay for these new snowflakes. (similar to flower baskets)
 - Help needed from Board:
 - Committee needed for Christmas Program (snowflakes, Christmas tree, Santa Claus weekends) - Rissa



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- Help needed from Board:
 - Committee needed for City Programming (patio furniture policy, parklets, alleyways, event policies, etc.) - Patrick, Rick, Lynne, Sarah, Rissa, Sara, McKenna
 - Committee needed for Branding/Marketing (updating the logo, how we communicate the downtown brand) - Angela, Cali
 - Industry Meetings
 - Retail – Angela, Rissa
 - Bars/Restaurants – Cali
 - Building Owners – McKenna, Joel
 - First Friday:
 - Updating the sponsorship opportunities.
 - Liz is organizing an “art walk” and seeing what areas need updating.
 - Night market is pulling people away, as well as concerts.
 - First Fridays need a revamp to draw people back downtown.
 - Some businesses aren’t consistent with being open, some don’t participate.



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 - September will start a “first friday commitment” for businesses to pay for a year of advertising but will commit to being open 5-9 and participating in events.
 - Idea - can we ask the city to give free parking in the garage for first friday
 - Patrick said that the pop-ups that come downtown should have to pay into our EID.
 - Spurred conversation into if First Friday is a hall pass to not needing a permit. Patrick is asking Ben about permit clarity on sidewalk pop-ups and musicians.
 - Needing a committee for this + art as well. (McKenna, Sarah, Rissa, Sara)
 - Brandis Square: Working with City to fill in with grass and making a nicer space.
4. City of Bend State of Affairs 9:26
 - No one in attendance



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5. Friends of Downtown Bend 9:27-9:54

- Sasha (5 Fusion) on Farmers Market
 - They can't keep furniture out because stands take up that room. Deliveries can't happen on Wednesdays. Talk of moving FM to another location outside of downtown. FM wants to stay in the alley.
 - Shannon's response is to find out how this was setup and how we can keep it downtown. Making Farmers Market the Industry Meeting for August, inviting FM and City people. Our ask: listen to our concerns and find a compromise.



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5. Public Comments and Pre-Approved Presentations 9:27-9:54

- Sasha on robbery / assault at 5 Fusion
 - Unhoused person involved with server. Calling attention to businesses closing early and causing risk to people after dark.
 - Asking how we can create a safer atmosphere for walking around downtown.
 - Shannon's response is to be mindful of who you vote for, this is a city issue. We've tried to go to City Council and they've asked us not to reach out to them. We've already started working with Bend PD about a camera security measure. Needing to communicate these escalated issues to City Council and ask for more in-person security, better lighting, and monitoring of downtown. City Committee will meet on this topic.

6. Bank Purposes Voting 9:55-10:00

- Voting Patrick and Sarah off Executive Board for being removed as signers on all bank accounts for DBBA. Adding Patrick as President and Lynne as Treasurer o Motion by Sarah, 2nd by Angela
- All approved by Cali, Rick, Joel, Rissa, McKenna, Sara

7. Friends of Downtown Bend 10:00

Signature & Date

7/19/2023



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Groups:

- Shannon
 - On All
- Sasha
 - Farmers/ Events
 - Security
- Tony
 - Christmas
 - Bars
- Todd-Frameworks
 - Events
- Joanne
 - TBD
- Rissa
 - Christmas
 - City topics
 - Retail (industry focus)
- Joel
 - Building owner focus
- McKenna
 - Art-walk art
 - City focus
- Cali
 - Branding
 - Bar/Rest focus
- Sara LuLu
 - City
 - First Fridays
- Sarah Good Drop
 - City
 - First Friday
- Lynne
 - Events
 - City Focus
- Rick
 - City
- Patrick
 - City
 - Events