

DBBA Board of Directors Meeting Agenda

In Person: DBBA Office, 916 NW Wall Street

Wednesday, October 19th, 2022 8:30 – 10:30am

Not present: Angela Salido, Ben Hemson, Riccardo Waites

1) Administration 8:30 – 8:31

- Approve minutes from last meeting (Chris) Joanne 1st, Lynne 2nd all approved.

2.) Treasurer Report (Joel) 8:31 – 8:34

- Joel - \$435,000 COH, EID Collected \$240k. Unknown on remaining to be collected, still \$100K short on income.
- Barbara reported approx. \$12k have recently come in so we are close to the high \$200's.
- Chris – do we do any outreach on outstanding funds? Barbara – city places a lien on building owners property if they are past due but cannot charge interest or late fees. Nothing we can do to outreach from the DBBA, only City of Bend. We are ahead of plan in collections on the quarterly basis.
- Joel mentioned Fred Johnson's broadcast about protesters on First Friday Art Walk harassing customers.

3.) Board Member Replacement Discussion 8:35 – 8:43 (Chris)

- Communication did not go out about the search for a board member. Shannon and Michaela will include on next communications.
- Barbara brought up that we need to meet the needs of representation in the different sectors. Chris suggested Marco from Hola. Ryan suggested Dave or Jason at the Point.
- Shannon suggested Roger Worthington from Worthy
- Liz suggested Hayden from Kobold
- Chris suggested drafting an email to send to our stakeholders and outlining the job description and commitments.

- Chris suggested collaborating with Leslie from LCA on Welcoming Week. Shannon would like to be in the loop on ideas for eradicating unwanted behavior downtown.

4.) Downtown Bend Pulse Report 8:43 – 9:11

- Board members share information and updates happening in their district (2-5 minutes each)
 - District 1 (Joel) – nothing to report
 - District 2 (Chris) Been hearing Shannon’s name a lot in a very positive light. Most questions/concerns are around parking in downtown. Seem to recognize better communication on social media. Requested a handout that they can share with their employees or customers. Shannon – part of the mission is to get information in a palpable way to our community. Liz has been handing out physical maps of the seasonal events. Design is repeatable and will become more recognizable. The pillars will eventually become a source of funding.
 - District 3 (Cali) Walked her district 2x, reached about 90% of people in person or via email. Everyone was excited to see someone from the board and had questions about parking.
 - District 4 (Sarah) – not present
 - District 5 (Joanne) – Getting feedback about First Friday tanking. Low participation = low turnout. Parking and parklets a point of concern. Chris wondered about the attendance of the town hall. Wants to do one more full court press to encourage people to show up. If participation continues to be low we need to communicate the reason we are ending the conversation. Anthony feels the work has already been done and we don’t need to continue to bend over backwards for them.
 - District 6 (Christine) – nothing to report. Feels the Town Halls have been unsuccessful because parking is not open for feedback, the decisions have been made, maybe it’s informative and only open feedback for things that could be malleable. Chris – next town hall needs to be before the end of the year and we can connect beforehand to dial in the details. Ryan and Shannon suggested January.
 - District 7 (Lynne) – nothing to report. Would love for Callie to send a draft email. Shannon and Michaela can draft templates for messaging out to districts. Anthony can provide FAQ for parking.
 - District 8 (Angela) – not present
 - District 9 (Joanne) – gave report on District 5
- Three Board Members schedule meet an greets with Shannon now until December 15th
 - Can happen via coffee, at shops, or Zoom to introduce Shannon and discuss visions and mission to people in your district’s business.
 - Christine, Joanne, Callie and Lynne will schedule for first week of November.

5.) Shannon Monihan, Executive Director, State of the Union 9:12

- September/October

Feel really good about where we sit as far as budget. Changing our mission to marketing branding and promotions. Spending next 2 months identifying what's working/not working for 2023. Also working on funding from Visit Bend or TRT. Went to Main St. Conference to better understand grants. First year with a new approach for Oktoberfest. Working on creating patterns with messaging to be consistent. Trying to market/communicate without a budget. Getting radio, tv spots in collaboration with Bend Bulletin. Marketing, rebranding Downtown, recognizing the competition and staying ahead of it. Oktoberfest was a little confusing, people were coming to the DBBA booth. Purpose is to get people into the businesses, not into the streets. Considering Oktoberfest a win. Shoutout from Ryan to Liz for directing the crowd. Aaron did a great job of laying it out thoughtfully. Halloween coming up. Businesses will start to recognize the importance of participation and response. Main Street America conference was extremely beneficial and they were appreciative of our attendance. Takeaway was a great place for grant giveaways, we are asset heavy in comparison to some of the towns, validated Shannon's strategy of collaboration, there's many types of people coming downtown and we need to recognize that. Create events that recognize the needs of all people, not just one demographic. No men's centric events. Liz – agreed with everything Shannon said. Recognized the networking opportunities and we are actively working on those. Had people offer to help write grants or direct them to resources to help with that. Main takeaway is to focus on engagement. Chris – connect with Susan Rotella (Council on Aging) on senior events. Adam Kreneke would be a good resource for internship program through OSU. Anything youth related send to Shannon, anything senior related send to Liz. Another takeaway Shannon took to Stewart, paint the concept, define the area on his legal boundary, occupy the space to deter "camping". Anthony – exclusion provision, we should report every single crime being committed. The more that's been reported, the more basis the police have to go off of. A lot of collaboration of events with Heidi from the Bend Bulletin. Expanding on the wiener dog races, Poochella/Petchella, highlighting dog of the week. Pick their favorite pet friendly restaurants.

- Upcoming
 - Ladies Night, Shop Small, Tree Lighting, Window Winter Wonderland- should be decorated by a certain date and DBBA votes, Christmas decorations, Red Carpet Ready for spa/salon/retail. Highlight ball drops, NYE dinners. Have a NYE strategy instead of having a dead downtown
 - Halloween, Oct. 31
 - Board Meeting, Nov. 16
 - Ladies Night, Nov. 17
 - Thanksgiving, Nov. 24
 - Shop Small Saturday, Nov. 26
 - Community Tree Lighting, Dec. 2
 - Ugly Sweater Pub Crawl, Dec. 9
 - Board Meeting, Dec. 21

6.) City of Bend State of Affairs 9:48 – 10:03

- Anthony - Camping code roundtable. If someone from the board could be present it's very important. BCDBA was very present and no one was representing the board. At this point it's in legislative process, can write an email or letter in. Focus on current draft of the camping code. Expected to vote the first week of November on time, place & manner.

- Midtown Crossing is tonight. Shannon can attend/listen in. Tonight there will be direction on Hawthorne, Greenwood & Franklin. Work session starts at 3pm. Hugely important to Downtown. DBBA needs to be a part of shaping that discussion.

- Stewardship committee gave direction to staff to allocate funds to downtown. Brooks Promenade, the Commons/Riverview plaza and Minnesota. Projects will start to be proposed for downtown specific projects. DBBA will need to be present to help guide those projects. Projects expected to begin asap so that they don't have to redirect the funds. Liz asked about Brandi's Square, city owned.

7.) Public Comments 10:04 – none

8.) Friends of Downtown – 10:04 none

9.) Midtown Crossing

- Anthony clear desire from businesses to subsidize TIF. Businesses have a focus on improving the appearance. Projects on Greenwood and Franklin do not have the funding. Hawthorne bridge is 5-6 years out and has a deficit of 12 million. Core Area Advisory Board really want us to focus on Greenwood improvements, which would create congestion/road diet. Greenwood is the lowest deficit and could be accomplished next construction season. Opportunity to secure federal funding for Hawthorne. Leaning towards pilot program on Greenwood. Likely that all 3 will be done but in what order of priority.

- One thing DBBA can do is to express our support for Hawthorne and look at long term vs short term. Sarah asked if everyone present is supporting Hawthorne. No one opposed.

- Tonight's meeting is about prioritizing time and resources. Ensure city prioritized construction of Hawthorne bridge and takes meaningful steps to see through it's construction. The DBBA does not wish to see Greenwood lose any lanes for car traffic. Would also suggest improvements to Greenwood and Franklin undercrossings without loss of lane

Signature: _____

Name: Christine Davis

DBBA Position: DBBA Secretary

Date: October 19, 2022