



*A locally-funded nonprofit organization created to foster an economically vibrant Downtown Vacaville*

313 Parker Street, Vacaville, CA 95688  
707-451-2100 [www.DowntownVacaville.com](http://www.DowntownVacaville.com)

**Downtown Vacaville Business Improvement District  
BOARD OF DIRECTORS MEETING  
Tuesday, March 15, 2022, 8:00am  
Via Zoom Call**

**MINUTES**

**MEMBERS PRESENT:** Ralph Berumen, Jason Diavatis, Kia Lutte, Sherie Mahlberg, Dave McCallum, Ted Neima, Kathleen Ramos, Dean Roberts, Marianna Schiavone, Stacy Schutte, Leslie Silver, Matt Taynton, Morne Van Staden

**MEMBERS ABSENT:** Lia Rivera, Kim Robinson

**GUESTS** - City of Vacaville: Aaron Busch, Don Burrus, Tim Padden, Erin Morris, Andrew Fonseca (VPD)

**GUESTS** - Debbie Egidio (Chamber) Melyssa Reeves & Rosa Trevizo (Visit Vacaville), Stevie Gomez (Reporter), Maria Brana (KUIC), Wendy Jackson (Jackson Medical Supply), Chandra Crowley (Your Town Monthly), Nancy Lewandowski (Daily Republic), Maria Drazba (Mid-Summer Flowers)

**STAFF:** Maria Alemany (DVBID)

Item	Speaker	Discussion	Action Taken
1. Call to Order			Meeting called to order by Dean
2. Roll Call ( BOD & Guests)			Roll call was taken.
3. Guest Speaker	Aaron Busch	Expressed his excitement about the Downtown Specific Plan and the downtown as a whole. Mentioned that he has met with the DVBID Advisory Board regarding next steps for the DVBID and how we work	

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		<p>together on our vision for the downtown. He believes we are in a unique opportunity to invest in our downtown. He has asked Don Burrus, Tim Padden and Erin Morris to work with the Advisory Board and DVBD to bring in a true downtown professional that is familiar with the Main Street America Program. It is important to have that kind of experience to work with businesses in implementing our vision for the downtown area. Recognized that the process will take time, resources and financing. Assured the BODs that the City Council is committed to the same vision for downtown and acknowledge that there is some funding still available from last year's budget and there should be some investments coming soon. Thanked everyone for their continued commitment to making downtown a destination place where there's something happening here 7 days a week.</p>	
	<p>Questions from the floor</p>	<p><b>Jason Diavatis</b> - Thanked the city for introducing the pilot program of installing lights on the trees in front of Makse. Asked if the city had plans to recondition the remaining trees downtown.</p> <p><b>Aaron Busch</b> - Mentioned that Erin Morris and a group of city employees walked around downtown at various times of the day identifying where there's opportunity for improvements in lighting. They not only looked at decorative lighting opportunities but also street and pedestrian lighting. The City will continue to work with the Downtown group on these improvements in the coming months.</p>	

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		<p><b>Ted Neima</b> - Thanked the engineer of the project on Merchant street. Ted had requested some street signage changes and the engineer was very helpful in accommodating the changes. Ted also wanted to thank the City on their choice of hiring the Police Chief, who has worked with the DVBID before.</p>	
4. Approval of the Agenda	Dean		Kathleen Ramos motioned to approve the Agenda, Dave McCallum 2nd the motion. Agenda approved.
5. Consent Calendar	Dean	a. February 15, 2022 Meeting Minutes	Kathleen Ramos motioned to approve the Consent Calendar, Ted Neima 2nd the motion. Consent Calendar approved.
6. Treasurer's Report	Kathleen	Due to the resignation of Brooke, we will postpone reporting on the P&L, Balance Sheet and BID Fee Report. The financial information will be made available at the BOD's meeting in April.	Prepare financial reports for BOD's meeting on April 19, 2022.
7. Board President Report	Dean	<p><b><u>Staff Changes</u></b></p> <p>Thanked Brooke for her service and dedication to Downtown Vacaville</p> <p>Thanked Maria for stepping in and assuming the role of Interim Executive Director.</p> <p><b><u>Management Agreement</u></b></p> <p>The Management Agreement with the City will not be presented to the</p>	

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		<p>City Council this month. The Executive Board will be working with Don Burrus and Tim Padden on next steps and to reschedule our presentation to the City Council.</p> <p><b>Comments</b></p> <p><i>Ted Neima</i> - Thanked the Executive Board for hiring Maria Alemany.</p>	<p>Ted Neima Motioned to make the Board of Directors a Working Board as we move forward as an organization. Matt Taynton 2nd the motion. Vote Taken; Unanimously approved.</p>
		<p><i>Jason Diavatis</i> - Commended the Board on their efforts to move from a sitting board to a working board. He also pledged his commitment to be an active working board member.</p> <p><i>Stacy Schutte</i> - Stated that she has received several offers from people within the district who want to help and thanked them for reaching out to the DVBID office.</p> <p><b>Property Owners' Meeting Update</b></p> <p><i>Stacy Schutte</i> - Postponed to give us more time to prepare for the meeting. A new date will be selected soon but will most likely be mid-April. Event will be at Journey Downtown; Morne has offered his venue at a discounted rate.</p>	
8. Executive Director's Report	Maria	<p><b>Ladies Night</b></p> <p>The DVBID office needs to pause on 2 events: Ladies Night and Main Street Bazaar. However, we are</p>	

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	<p>happy to report that several downtown businesses have decided to move forward with Ladies Night without the ticket sales and registration components. They are collaborating together to host a FREE Ladies Night. The DVVID will help with social media posts and an email blast to our downtown subscribers. The DVVID is very grateful to all the businesses who have stepped up to bring a free Ladies Night to the downtown area.</p> <p><b><u>Main Street Bazaar</u></b></p> <p>The main street bazaar is a very labor intensive event and requires several planning hours that the DVVID is not able to commit to at this time. Therefore, the event was cancelled.</p> <p><b><u>Farmers' Market</u></b></p> <p>Maria is working with Mark Mazafferro, owner of NV Confections, to identify local farmers and gauge interest in our Farmers' Market. A meeting is scheduled for Thursday, March 17 to review which farmers are willing to commit to our market this year.</p> <p><b><u>Creekwalk</u></b></p> <p>Work on this event has not begun yet, however, Maria is asking for any input or suggestions as to how the event has been run in the past.</p> <p><b><u>Comments</u></b></p> <p><i>Stacy</i> - At the time of making the decision to cancel the event, Ladies Night only had 12 tickets sold and 1 bag sponsor. It would have taken a</p>	
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		<p>the BODs could serve on the DVVID committees.</p> <p><i>Kathleen</i> - Confirmed that any member outside of the BODs can serve on a committee they just can't chair a committee.</p>	
11. Big Four Partner Reports	City of Vacaville	<ul style="list-style-type: none"> <li> <p><b>Officer Andrew Fonseca</b> - Addressed the vandalism of the electrical and cable lines. Calls began coming in early Sunday morning. Foster Freeze was able to get a good video of the suspect from their video cameras. This person is well known to the police. He was taken into custody on Sunday afternoon. Acknowledge that there were thousands of dollars of damage from this incident. Applauded Ted for buying the locks and putting on the electrical boxes.</p> <p><i>Questions/Comments:</i></p> <p><i>Kia</i> - Thanked Andrew for coming into Jackson Medical Supply to introduce himself. Kia reported that several of her vans had their gas lines cut and all the gas was drained. Anticipates the problem getting worse as gas prices continue to rise. Asked if VPD had any plans for extra patrol around those businesses who have larger vehicles.</p> <p><i>Officer Fonseca</i> - Stated that any business can call and request extra patrol at any time day or night and the VPD will respond. In addition, Officer Fonseca is able to request a regular patrol of the area, as long as calls are down, if a business is able to narrow down a time the theft is</p> </li> </ul>	

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		<p>occurring.</p> <p><i>Kia</i> - Stated that the thefts will likely occur on the slower nights downtown like Sunday and Monday.</p> <p><i>Maria</i> - Asked if there was more to be concerned with since cutting the wires seemed like there could have been some other intent.</p> <p><i>Officer Fonseca</i> - Assured everyone that the suspect is not mentally sound and has drug addiction problems, therefore, there was not a specific intent other than the suspect's own mental instability.</p>	
		<ul style="list-style-type: none"> <li>● <b>Tim Padden</b></li> </ul> <p><b><u>Civitas</u></b> - Don Burrus and Tim will be meeting with Civitas on 3/15 to review how our strategic plans can align with each other.</p> <p><b><u>Management Agreement</u></b> - A date has not been scheduled yet for the presentation to the City Council. Tim and Don will be working with Maria and the Advisory Board on fine tuning the Management Agreement to ensure it is ready to be presented.</p> <p><b><u>Beer 40</u></b> - Signing their Agreement today and will likely own the property by July 2022.</p> <p><b><u>Merchant Street Construction</u></b> - Thanked all the businesses for their help in getting the word out and specifically thanked Ted Neima for his help.</p> <p><b><u>700 Parc</u></b></p>	

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		<p>The is the official name for the new development on Main Street. Expected to break ground in 2023; possibly 3rd quarter.</p> <p><b>Solano SBDC</b>  Micro Business Covid 19 Relief Grant Program; \$2,500 grants for small businesses who are based in Solano County, had revenues less than \$50,000 in 2019 and have 1-5 employees. Program will roll out on April 1 and applications are due back by May 15. Two webinars will be held on April 1st and April 6th in both English and Spanish.</p>	<p>Maria to share the packet that contains the development illustrations to the BODs.</p> <p>Maria to share information on the Grant Program with the BODs.</p>
		<ul style="list-style-type: none"> <li>• <b>Erin Morris</b>  A neighborhood meeting will be scheduled to introduce the 700 Parc project to the downtown community. Maria will be invited to attend and anyone else as it will be a zoom-based meeting.</li> </ul>	
	Chamber of Commerce	<ul style="list-style-type: none"> <li>• <b>Debbie Egidio</b>  <b>Restaurant Alliance Meeting</b>- held monthly - scheduled for March 16th at Makse Restaurant from 2-3pm. Objective is to share resources, problem solve and engage in joint marketing efforts.</li> <li>• <b>Business Issues Forum</b> - held monthly - scheduled for Wednesday, April 13 at Travis Credit Union; doors open at 8: 45am, Presentation from 9-10am. Recology will discuss the new recycling laws that will</li> </ul>	

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		impact all businesses.	
	Visit Vacaville	<ul style="list-style-type: none"> <li>• <b>Rosa Trevizo</b> <b>Vacaville Taco Trail</b>, starts May 5th. VV is signing restaurants up to participate. People who participate will have a QR code to scan and will be entered to win prizes, plus there will be a trophy awarded at the end to the person who completes the trail. <b>Annual Tourism Breakfast</b> - May 4th at Makse, 8am to highlight the National Travel and Tourism week. Purchase tickets through eventbrite or contact Rosa at Visit Vacaville.</li> </ul>	
Open Discussion	Ralph	Thanked Kathleen for making this meeting happen, welcomed Maria and offered to help with Creekwalk. Optimistic about the transparency happening and believes that it will result in more participation.	
	Monica	Stated that she was a vendor at the Farmers' Market and wanted to thank Maria and the DVBID for keeping the Farmers Market open and active. Offered to help in any way she could because the local farmers want the Market to be great as well.	
13. Next Meeting		April 19, 2022	
14. Adjourn			Meeting was adjourned.

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