



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

**MEETING OF THE BOARD OF DIRECTORS OF THE
DOWNTOWN VACAVILLE BUSINESS IMPROVEMENT DISTRICT**

Tuesday, May 17, 2022 at 8:00am

Via Zoom Call

MINUTES

MEMBERS PRESENT: Ralph Berumen, Jason Diavatis, Dave McCallum, Ted Neima, Kathleen Ramos, Lia Rivera, Dean Roberts, Marianna Schiavone, Stacy Schutte, Leslie Silver, Matt Taynton, Morne Van Staden

MEMBERS ABSENT: Kia Lutte, Sheri Mahlberg, Paul Pratt, Kim Robinson,

GUESTS - City of Vacaville: Tim Padden, Tyra Hays

GUESTS - Debbie Egidio (Chamber), Melyssa Reeves (Visit Vacaville), Stevie Gomez (Reporter), Maria Brana (KUIIC), Chandra Crowley (Your Town Monthly), Nancy Lewandowski (Daily Republic), Elaine (Lainey's Furniture), Dustin Donnel (Edward Jones)

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. Approval of the Agenda	Dean		Ted Neima motioned to approve the agenda, Matt Taynton second the motion. Agenda approved.
4. Approval of the	Dean		Dave McCallum

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Minutes from April 19, 2022			motioned to approve the minutes, Ted Neima second the motion. Minutes approved.
5. Treasurer's Report	Kathleen	<p>a. Review and Approval of the 2022 Interim Budget</p> <p>Kathleen shared her screen to show the 2022 Interim budget spreadsheet. She stated that the budget was largely created by Brooke. She also explained that the budget would be adjusted after a permanent Executive Director was hired. What is being presented now are the projections as we know them to be today.</p> <p>She reported that the estimated annual revenue would be \$149,752.00. She also stated that many of the expenses are fixed expenses. However, Steve Ramos and Maria Alemany have been working to identify annual subscriptions and services that are not being utilized and, therefore, can be cancelled.</p> <p>Kathleen also reviewed the staff salaries and said they would change once a permanent Executive Director was hired. She also mentioned that Maria Alemany's salary had been adjusted for the position of Interim Executive Director to include a \$50/month allowance. Kathleen also mentioned the hiring of a Farmers' Market Manager and an Events Assistant and those salaries are also reflected in the budget.</p>	

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		<p>Under Program Expenses, she mentioned that the Property Owner engagement and Business Owner engagement expenses would stay in since it is our objective to hold these meetings this year along with assisting with the Downtown Specific Plan Outreach and Education.</p> <p>It was explained that Maria Alemany made a recommendation to purchase POS equipment for Creekwalk to streamline the Beer sales, therefore, the Executive Committee approved this expenditure.</p> <p>Creekwalk Security Guards are split 50/50 with Parks & Rec for the concert series.</p> <p>While reviewing the Liquor Liability Insurance, Ralph Berumen commented that the DVBID only needed to have Alcohol Liability insurance and not Liquor Liability insurance because the DVBID only sells beer and wine.</p> <p>Kathleen shared the negative net profit of \$184,870.22 and stated that we expect to pass this budget because we need to present this to the City. This is not the overall annual picture that you will see. This is the interim in order to get this to the City to get our Management Contract back in place. The new Executive Director will revise the budget with the BODs.</p>	<p>Maria Alemany will call the Insurance company to confirm which is the correct policy for the DVBID.</p>

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		<p><u>Comments</u></p> <p>Ted Neima commented, "I looked at our city contribution in 2010 and it was \$45K. If you take the core inflation rate from then to 2022, statistically, that would now be \$58,656.66. He would like for Tim Padden to be aware of this information so that he may share it with other City officials. He also commented that at some point our fees, which were established 20 years ago, will have to increase to keep up with the rate of inflation.</p> <p>Ted also commented on Maria's work hours. He frequently sees her at work on the weekends and wanted to share with everyone how hard she is working.</p> <p>Ted, also stated that the expense of hiring an Events Assistant was essential because he is crucial to the execution of the events and this should be considered usual and customary.</p> <p>He also commented on the Farmers Market and how important it was that we produce a market this year. Ted feels that if the DVBID did not have one, the Community would have been upset and the DVBID's reputation would have been tarnished. Therefore, he supports hiring a Farmers Market Manager for \$15,000.</p>	<p>Ted made a motion to accept the secretary/treasurer's report including the \$15,000 salary for a Market Manager to ensure the DVBID has a Farmers' Market this year. Matt Taynton second the motion. Vote was taken; there were zero nays, motion was approved.</p>

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6. Board President's Report	Dean	<p>a. 2022 City of Vacaville Management Agreement Update</p> <p>Dean provided an update on the Management Agreement by stating that Tim Padden went before the City Council on May 10th and the Resolution of Intent to enter into a Management Agreement with the DVVID was passed. We mailed the Letter of Intent to all the business owners within the Downtown district. Dean encouraged all BOD members to attend the City Council meeting on May 24th to show support of the DVVID as the Council votes on the Management Agreement.</p> <p>b. Executive Director Search Update</p> <p>Dean stated that we have already entered into an agreement with a representative from Main Street America to develop a job description for the Executive Director's position. We have also asked for a salary comparison survey so that we have the most pertinent information before making a decision on an Executive Director.</p> <p>We are also working with Search Wide Global to identify candidates for us. We have tried to expedite the process as much as we can to ensure we have a permanent Executive Director in place as soon as possible.</p>	
7. Executive Director's Report	Maria	<p><u>Farmers' Market</u></p> <p>Maria Reported that the Farmers'</p>	

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		<p>Market Opening Day was very successful with 800+ people in attendance. There were multiple sellouts, which made our sellers very happy. Additionally, Randi and Maria have worked hard to maintain a good balance of farmers/producers, pre-packaged food and handcrafted items.</p> <p><u>Creekwalk</u></p> <p>Maria stated that Creekwalk plans are coming together, including enhancing the POS technology.</p> <p>With regards to the security guards, the DVBID enters into a contract with Triumph Security whereby they bill the DVBID and then the DVBID passes the cost of one half the amount to Kristin Milliken's department at the City. The DVBID will also enter into a contract with the City to become a vendor at Creekwalk to sell beer, which will cost approximately \$3,000.</p> <p>Dave McCallum asked if there were any type of guidelines for ensuring that the Farmers Market remain a true Farmers Market with mostly produce rather than a lot of retail type of sellers that don't relate to a Farmers Market. In particular he was concerned with the Farmers Market becoming more of a craft fair.</p> <p>Maria assured Dave that maintaining the integrity of the Farmers' Market was her number one priority. She also stated that the ratio of farmers/producers to non-farmers/producers was much</p>	

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		<p>greater this year and her intention is to keep it that way.</p> <p>Ralph Berumen commented that the “buzz” at the Farmers Market was exciting and that the Farmers were very pleased. He also stated that the other farmers that Maria intends to bring in will also add value to the market. Furthermore, since he was at the market, he saw for himself what a great job Maria and Randi are doing and said that there was no concern of the Market becoming a vendor craft fair.</p> <p>Stacy Schutte shared that she and Maria had conversations early on in the planning stages where Maria stated that her intention was to maintain the identity of the Farmers Market and not turn it into a craft vendor fair, therefore, Stacy did not have concerns that the Farmers Market would become a craft fair.</p>	
8. Committee Reports	<p>Organization</p> <p>Economic Vitality</p> <p>Design Committee</p>	<p>No Report</p> <p>No Report</p> <p>Ted apologized for not holding a committee meeting because he did not have the list of members. He said he would schedule a meeting the week of May 24th. He further stated that one of the objectives of the design committee is to understand the security needs of the district. He recommends arranging a document shredder truck outside of the DVVID office for a day and doing outreach, especially to our professional businesses, to invite everyone to shred their</p>	

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	Promotions Committee	<p>documents. The truck would have a camera on it and it records as the documents are being put into the shredder as an added security.</p> <p>No Report</p>	
9. Big Four Partner Reports	City of Vacaville	<p>Tim Padden -</p> <p>Tim responded to Ted's comment regarding the funding the City has given the DVBID over the years. He stated that the City's funding was \$45K and approximately 2 years ago it went to \$55K. However, aside from the inflation factor, the BID has been underfunded as far as the City is concerned. To that end, the contract with Amanda Elliott from Main Street America will help us identify how much other cities typically fund BIDs that are comparable to the Vacaville BID. In addition, Amanda will provide a salary range for Executive Directors and BID staff.</p> <p>On May 24th, when we go before Council, we will be asking for the \$55K. However, once the new Executive Director is hired and has time to assess the capital needs of the organization, we will likely go back to Council in the Fall and request additional funding and probably reach a level of funding that the City has never contributed to the BID before. He further emphasized how important the BID was to the overall Downtown Specific Plan and that the City views the BID as an integral partner. Tim</p>	

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		<p>also invited everyone to attend the Council Meeting on May 24th, which is being held in-person now.</p> <p>The City has been given approval to sell Beer 40 the property; pending City Council approval on June 14th.</p> <p>Don Burrus and Tim continue to work on incentive programs that will be of benefit to many downtown businesses, one of which is a storefront improvement program and the other being a fee referral program. The storefront improvement program is a 50/50 grant opportunity between the City and private small businesses in downtown Vacaville as well as throughout the city. These programs, which have proven to be very successful in other cities, will be presented at the next Economic Development Advisory Committee meeting for their recommendation and ultimately to Council for their approval in June or July.</p> <p>Additionally, the city is expected to approve the agreement and permits for Makse's storefront garden and the 700 Parc, multi-use property development continues to move forward with Lewis Properties as the developers.</p> <p>Lastly, the City is finalizing the agreement between Search Wide Global for the recruitment of an Executive Director for the DVBID, which is likely to be a 16-18 week process with the expected hiring sometime around August or September.</p>	

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		<p>Comments -</p> <p>Elaine from Lainey’s Furniture asked if the funds from the city also come from any taxes collected. Tim clarified that the funds come from the fees that are assessed to the downtown businesses within a specified geographic area for the betterment of downtown Vacaville and have been in place since the year 2000.</p> <p>Tyra Hays -</p> <p>Tyra reported that Director Morris presented ideas for some short-term projects from the Downtown Specific Plan to the City Council. Director Morris proposed a series of short-term projects that could be installed as early as this year should the Capital Improvement program be approved by City Council next month.</p> <p>The projects presented were well received by City Council and include the following:</p> <ul style="list-style-type: none"> ● Provide a real-time parking availability app that people can put on their phone to assist them with finding parking. In addition there was discussion about installing real-time signs similar to Davis where, when you approach a parking lot, it shows you the available spaces at any given time. ● Improvement to lighting that includes everything from tree lighting, electrical upgrades and the street pole lighting. 	

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		<ul style="list-style-type: none"> ● Improving the Downtown signage while taking into consideration not to clutter the area with too many signs and ensuring that the signage is meaningful and purposeful. ● Consult with a consulting group to provide a cultural resources study that will evaluate the properties along the creek to determine if there are any cultural remains. The reason for this is we need to provide environmental documents that will identify if there are indeed cultural remains along the creek and once that is done and we consult with our local Native American Tribe, we can then move forward with doing things like repairing the creek bank and possibly additional development within the vicinity of the creek. <p>Tyra also reported that they are still moving forward with a series of implementation tasks that have been identified within the Downtown Specific Plan, including enhancing pedestrian and bicycle paths. She also confirmed that there will be grant programs to assist with facade upgrades that Don and Tim are working on.</p> <p>In summary, once the Capital Improvement program is approved next month, we should expect to see some immediate changes to our downtown.</p>	
	Chamber of Commerce	Debbie Egidio -	

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		<p>There will be a fundraiser to cover medical expenses for Kia Lutte, who has been in the hospital with acute pancreatitis, on May 26th at Journey Downtown. Kia works for Jackson Medical Supplies, is an ambassador and friend to the Chamber and has been a great help to the business downtown as well.</p> <p>The Chamber's monthly mixer will be a Lainey's furniture on June 2nd in conjunction with Soroptimist Vacaville.</p>	
	Visit Vacaville	<p>Melyssa Reeves</p> <p>Visit Vacaville continues to run the first ever "Taco Trail" that will run all summer. A winner has already been declared because one person completed the trail on the second day. She will be awarded her trophy on May 11th at the Brass Top during a Good Day Sacramento segment.</p> <p>Melyssa announced that their Farm to Table event is scheduled for September 24th in Downtown and recognizes that Oktoberfest is also scheduled for that day but the Farm to Table event will be down at Andrews Park and she does not foresee any conflict there.</p>	
10. Open Discussion	Ralph Elaine	<p>Ralph mentioned that Fiesta Days is selling tickets to the Kick-Off BBQ for \$65 which is scheduled for May 23rd at Andrews Park, 5pm.</p> <p>Commented that she is concerned because Lainey's Furniture has struggled since they have not been able to participate in some of the downtown events due to their</p>	

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		<p>proximity to downtown. She continues to be concerned with the messaging that her business is going out of business when, in fact, the opposite is true. As a downtown business and as a member of the DVBD, she feels like she has been overlooked and that the businesses on the outer part of the district do not get the same kind of consideration as those who are closer to Main Street. Over the past couple of years, she has invested a lot in her property and has expanded to the property next door. She has invested in the building, landscaping and safety of the property. She mentioned that the homeless are frequently on her property, there have been several occasions of illegal dumping in the back and front of her store, the catalytic converters have been stolen out of their trucks three times over the past year and gas has been stolen as well. Therefore, they had to install a security gate to help mitigate these problems.</p> <p>Elaine mentioned that her biggest concern is that as a downtown business, she feels unsupported by the City and the DVBD. She also expressed concern on what the City releases about the Downtown Specific Plan because it starts a whole rumor mill that has been negative towards her business.</p> <p>Comments -</p> <p>Kathleen asked if there was anything specifically the BID could be doing to assist. Elaine suggested having traffic steer her way, possibly</p>	

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		<p>by mentions on the website. She also said that she has been promised for years that the DVVID would try and do an event in her parking lot.</p> <p>Leslie from School of Rock agreed that Lainey's parking lot would be a great space for an event and offered to come play music in her lot if an event was planned. Kathleen stated that the DVVID has tried to do something in the parking lot in the past but the problem was the parking lot is shared with another property owner who the City has not been able to reach for liability. She stated that Tim Padden had to jump off the meeting to take a call but encouraged Elaine to contact Tim to work out any liability issues involved in using the parking lot.</p> <p>Tyra asked to speak to Elaine regarding the Downtown Specific Plan because there is a lot to the plan that not everyone may be aware of, specifically as it pertains to her area. In fact, part of the plan is to make where Lainey's furniture and Beer 40 are located somewhat of a gateway into downtown. There is definitely a vision for that corner so she encouraged Elaine to call her to discuss.</p> <p>Maria asked if this may be a good time to host another open house since Lainey's has had so many renovations lately. Perhaps they could bring some furniture outdoors, have food trucks, music and make it a re-Grand Opening event in the parking lot.</p> <p>Elaine said that they were planning</p>	

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		a Grand Re-Opening in the fall and would keep us updated. She further stated that she spends over \$100K in advertising and she brings a lot of people to downtown who may not otherwise come to the area and would like to be more involved in the DVVID.	
11. Next Meeting		June 21, 2022	
12. Adjourn			Dean motioned to adjourn the meeting, Ted second the motion. The meeting was adjourned.

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