



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, June 21, 2022 at 8:00am

Via Zoom Call

MINUTES

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

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

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), Sandra Over (Opera House), Michael Miethe (Pure Grain Bakery)

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, Kathleen Ramos second the motion. Agenda approved.

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
4. Approval of the Minutes from May 17, 2022	Dean		Kathleen Ramos motioned to approve the minutes, Ralph Berumen second the motion. Minutes approved.
5. Treasurer's Report	Kathleen	<p>a. P&L and Balance Sheet YTD</p> <p>Kathleen shared the P&L and Balance Sheets on her screen. She explained that the City has deposited the \$25K advance into our bank account. However, they have not started collecting BID fees yet. She also mentioned that the gift cards have been paid for but we are still working on getting the program started.</p> <p>Questions:</p> <p>Michael (Pure Grain) asked what the gift card program was. Maria explained that Brooke started this program in 2021 but it is currently on standby until the BID has the staff to implement it. The gift cards are meant to be purchased and then used within the Downtown District. Staff is needed to onboard businesses and maintain the program.</p> <p>Maria further explained that the invoice for \$9,950.00 was received in 2021 but must have been paid in 2022 since it is reflected in this P&L statement.</p>	
6. Board President's Report	Dean	<p>a. 2022 City of Vacaville Management Agreement Update</p>	

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
		<p>Dean reported that the Management Agreement was signed and he received an email on 6/20/22 from the City stating that they will begin collecting BID fees again.</p> <p>b. Executive Director Search Update</p> <p>Dean reported that the agreement with Search Wide Global has been signed, the job description is completed and we are moving forward with the Executive Director search.</p> <p>Questions:</p> <p>Ted Neima stated that at some point the BODs will need to familiarize themselves with the criteria of the Executive Director since they will need to vote on this person becoming the new Executive Director. Therefore, he is requesting the job description be sent to all Board Members.</p>	<p>Dean agreed and said he would get the job description out to all Board of Directors.</p>
<p>7. Executive Director's Report</p>	<p>Maria</p>	<p>a. Oktoberfest</p> <p>Maria mentioned that we are entering the 15th year of Oktoberfest and due to the BIDs staffing issues, we will need assistance from the downtown businesses to help with this event. The owners of Pure Grain have been invited to speak about the event and provide background information.</p> <p>Michael Mieth mentioned that most of the event is taken care of by his staff in Town Square. In the past he had requested help from Bob and Brooke but did not receive it. He</p>	

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
		<p>stated that in the past, they have only taken care of setting up their beer booth and the BID has not helped him.</p> <p>Dean asked what Michael's expectations were this year for the event. Michael stated that his expectation is to make the event bigger and better than last year. He felt last year was very successful and he would like to see the same success this year. Michael asked if anyone at the BID could get a hold of the vendors that were there last year.</p> <p>Maria opened the discussion up to any of the Board Members with more knowledge of the event to share their experience with the group. She also stated that based on the information she was able to access, it appeared that Main Street was closed from Davis to Parker and Main Street was lined with vendors and two separate car shows. DVBID's beer booth appeared to be located in front of Jackson Medical. Michael said he recalls there being at least 40 vendors there and that the Porsche car show was organized by Pure Grain.</p> <p>Stacy asked if a Board Member contacted vendors would the DVBID be able to close more streets since the car shows were on Main Street. Michael said that he believes that of the 40 vendors that were there last year, at least 30 will come back. Maria agreed that finding vendors would not be a problem and that they would likely fit on Main Street.</p>	

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
		<p>Michael also said the VW car club was down on East Main Street and the Marin County Porsche Club was in front of Los Reyes. In front of Pure Grain, the BBQ is set up for serving sausages. Ralph Berumen stated he was there last year and the event was well attended. He also felt that we should have no problem getting vendors again.</p> <p>Kathleen stated that we need volunteers to help call the vendors because Maria is over committed managing other BID business.</p> <p>Michael said that some politicians may also want to have booths at this event.</p> <p>Sandra Over mentioned that this event is attended largely by people outside our community. She recommends finding sponsors that will benefit from advertising to people outside of Vacaville and to also ask them to assist with bringing volunteers to help as well.</p> <p>With regards to advertising, Michael stated that he bought a few ads and that Vacaville Magazine also ran an article for them. Nancy with the Daily Republic said 2 ads were placed in the Tailwind that went out to Travis Air Force Base. Maria Brana with KUIC stated that it was her understanding that the DVVID did not have an actual budget for media buys on KUIC, so to help, they did do some HomeTown Happenings and Donna Perry likey did a Drive at Five with Brooke.</p> <p>Chandra with Your Town Monthly</p>	

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
		<p>stated that 1/3 of the monthly ad that the DVVID buys was dedicated to Oktoberfest.</p> <p>Lastly, Stevie Gomez confirmed that an ad was placed with the Reporter too and she will follow-up with Maria after the meeting.</p> <p>Dean Roberts acknowledged that while many of the components have been identified for Oktoberfest he knows that this event does require a lot of work with the vendors and creating the actual layout that fits on Main Street will also require time.</p> <p>Stacy Schutte said she could volunteer one of her employees to contact the vendors but we would need other volunteers to help coordinate the day of the event.</p> <p>Dean said he could volunteer with directing vendors to the correct spots.</p> <p>Morne said Journey Downtown would also like to help. He will ask his events coordinator to contact Maria.</p> <p>Maria will coordinate the street closures, health department permit, police and fire notifications.</p> <p>Michael said he is more than willing to help contact vendors as well and asked if we could meet in person to discuss the event in more detail.</p>	<p>Maria will schedule a meeting and invite everyone who volunteered to help including media representatives.</p>

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
8. Committee Reports	<p>Organization</p> <p>Economic Vitality</p> <p>Design</p>	<p>No Report</p> <p>No Report</p> <p>Ted Neima reported that he and Maria did meet, however, the other committee members were not able to attend. Ted explained that the committee's charter comes from the Main Street America philosophy, which is woven throughout our agreement with the City. He further explained that the Agreement between the City and the DVBID specifies that the DVBID must provide an interim report outlining the progress of the District Plan Activities from May of 2022 to October of 2022 by October 31, 2022. Ted read the exact wording that is included in the Management Agreement as it pertains to the Activities the DVBID is responsible for. Ted further explained that Maria has already accomplished three of the activities requested. She has redesigned the Farmers' Market Website, Post the Banners for the Farmers' Market and Pride Month. In addition to these activities, there are other tasks that the DVBID is responsible for under the Fee for Service within the Management Agreement. They include: Installation of New Gateway Signs, Support lighting and tree planting and other landscaping improvements. The City, under the agreement, is to provide staff assistance.</p> <p>Ted is requesting more members to join the Design Committee as there are plenty of tasks that will require</p>	

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
	Promotions	<p>additional members to be involved. He asked that anyone interested to contact Dean so he can add you to the committee. He indicated that the meetings will be monthly and should not last longer than an hour to discuss parking, security and other issues outlined under the Design Committee description. Ted is open to moving the Design Committee meeting from Tuesday morning to accommodate Tyra Hays' schedule. The Design Committee's first project is to re-institute a crime prevention packet and explore programs to clean some of our downtown areas.</p> <p>No Report</p>	
9. Big Four Partner Reports	City of Vacaville	<p>Tim Padden - Reported that the City of Vacaville and the DVBID have signed a Management Agreement and, as a result, the BID will be receiving \$55K and the City is now able to collect the Assessment Fees He also mentioned that there will be a grace period of about three months for businesses to pay their fees.</p> <p>The City is working closely with the BID to hire a new Executive Director and assured Ted that he would provide the Executive Director job description to all BOD members.</p> <p>700 Parc continues to move forward with the ground breaking scheduled for early 2023.</p> <p>At next week's Council Meeting, staff will request approval to enter into an exclusive negotiating rights agreement with Beer 40. Beer 40 is</p>	

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
		<p>planning a 4,000 sq.ft. building for that property.</p> <p>Questions:</p> <p>Maria asked if the deadline for receiving applications was still set for July 22nd. Tim stated that the entire process could take 3 to 3 ½ months. He also indicated that they want to have the position open for a minimum of 3-4 weeks to get a high caliber pool of candidates not just here locally in northern California but on a national level. He has asked Search Wide Global for their final version of the job duty statement and brochure, and for right now, the proposed end date for recruitment would be July 22nd.</p> <p>In addition, Dean has created a Search Committee, which will be working with Search Wide Global.</p> <p>Dean stated that the Search Committee will include himself, Kim Robinson, Tim Padden, Wendy Jackson and Ann Macaulay.</p> <p>Ted asked if the Executive Director's salary needed to be increased to attract the proper candidate and to execute the additional activities, is the City prepared to underwrite that increase with a modified contribution to the DVBID. Tim responded with a Yes.</p> <p>Tyra Hays - Erin Morris and Don Burris are currently working on a more formalized communications plan with DVBID to discuss how we are going forward with prioritizing the implementation tasks for</p>	

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
		<p>Downtown.</p> <p>Questions:</p> <p>Ted asked for more clarification on the communications plan. Tyra explained that when the DTSP was adopted, several businesses expressed a desire to be involved in the implementation. Therefore, Council asked staff to work with the downtown business to determine a list of priorities together. Chapter 5 of the DTSP includes a lot of projects that need to be implemented over the next several years. City staff will work with the businesses and property owners to determine which projects take priority to better help the economic development of downtown.</p> <p>Ted wanted to clarify that the Downtown business owners are being assessed a fee to guide the activities of the DVBD. The downtown property owners do not pay fees. He further stated that the DVBD is not responsible for carrying out activities outside of its charter.</p>	
	Chamber of Commerce	<p>Debbie Egidio - The Annual Night of Champions Event will be Friday, June 24th. Congratulations to Ralph Berumen who is the recipient of the Public Servant Award.</p>	
	Visit Vacaville	<p>Melyssa Reeves - Introduced and welcomed Delaney Holden to Visit Vacaville as the new Community Engagement Manager.</p> <p>Farm to Table Event - Melyssa</p>	

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
		<p>stated that the date has not been confirmed yet. Once it is confirmed she will share that date. The tentative date is Friday, Sept. 30th.</p> <p>Hidden Disabilities - This is a program for individuals with hidden disabilities. Visit Vacaville will be providing Lanyards or cards to help signify anyone who may need any extra help or more time to conduct a transaction, etc. The goal would be to get as many businesses involved as possible throughout Vacaville. Meylssa further stated that this program is part of a bigger program to be introduced at a later time.</p> <p>Arts Week - Scheduled for September 16-25. Visit Vacaville would like to sponsor the wine glasses for the Arts, Wine and Brew Stroll if the DVBID will host it again. The tentative date is Thursday, September 22. As in the past, Visit Vacaville would like to invite all types of artists to participate inside the downtown businesses.</p>	
10. Open Discussion		<p>Ted - Stated that under the state law, all activities that benefit members of whatever the City Council has created as a DVBID can only be allocated in proportion to the fees that those participants pay. No one participant can benefit from more than any other participant and only participants can benefit from the fees that are collected from the DVBID. Ted stated that if anyone had any questions, they could refer to the state law. He is concerned because we have a limited amount of resources and he would like to see them applied to members of the</p>	

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.

Item	Speaker	Discussion	Action Taken
		DVBID who pay the assessment fees.	
11. Next Meeting		July 19, 2022	
12. Adjourn			Dean motioned to adjourn the meeting, Ted second the motion. The meeting was adjourned.

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and committee agendas at 313 Parker Street, Vacaville, CA 95688. This meeting is noticed and conducted pursuant to §54953(b) as amended by Executive Order N-25-20. Action may not be taken on items not identified as such and posted on the agenda.