



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, August 16, 2022 at 8:00am
Via Zoom Call**

MEETING MINUTES

MEMBERS PRESENT: Ralph Berumen, Ted Neima, Kathleen Ramos, Kim Robinson, Leslie Silver, Matt Taynton, Morne Van Staden, Stacy Schutte, Dave McCallum, Lia Rivera

MEMBERS ABSENT: Dean Roberts, Kia Lutte (Medical), Paul Pratt, Jason Diavatis, Marianna Schiavone

GUESTS - City of Vacaville: Tim Padden, Brian McLean, Tyra Hays

GUESTS - Big Four Partners: Melyssa Reeves, Delaney Holden (Visit Vacaville)

STAFF: Maria Alemany (DVBID)

Item	Speaker	Discussion	Action Taken/To be Taken
1. Call to Order			Meeting called to order by Stacy Schutte
2. Roll Call BODs			Roll call was taken.
3. Approval of the Agenda	Stacy		Ted Neima motioned to approve the Agenda Kathleen Ramos second the motion. Agenda

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			approved.
4. Approval of the Minutes from July 19, 2022	Stacy		Dave McCallum motioned to approve the minutes, Ted Neima second the motion. Minutes approved.
5. Board President's Report	Stacy	<p>a. Executive Director Search Update Search for the Executive Director is posted on multiple sites through Search Wide Global.</p> <p>b. Bylaws Update Civitas provided their recommendations to the Advisory Board on Tuesday, August 8th however, the Advisory Board and Executive Committee meetings were canceled because there was not a quorum. Once the Advisory Board reviews the revisions and makes any necessary corrections, the BODs will also have an opportunity to review them prior to presenting them for a vote.</p> <p>Ted Neima - Asked to review the proposed revision from Civitas immediately. Stacy agreed to send a copy to all BOD members that day.</p>	
6. Executive Director's Report	Maria	<p>a. Part-Time Marketing Assistant Hired Lily Egan has been hired and will work in the DVBID office Mondays & Tuesdays.</p>	
7. Committee Reports	Organization	No Report	

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	<p>Economic Vitality</p> <p>Design</p> <p>Promotions</p>	<p>No Report</p> <p>Ted reported that Officer Potter mentioned that the PD was not ready to fully implement an all inclusive safety program for Downtown at this time. DVVID has the option to move forward with a partial Safe Business Program or wait until the PD is ready to proceed. Ted asked the BODs for their input.</p> <p>Maria - Art, Wine & Brew Stroll has 20 host locations; social media and print advertising will be used to promote the event.</p> <p>Music in Town Square will be held every Thursday night beginning on 8/18 and will run until 10/13 courtesy of Sandra Over and the Town Square businesses.</p> <p>Lia - Reported that vendors are being booked for Oktoberfest and the vendor fees will be \$100 for non-food vendors and \$150 for food vendors. Lia also explained that the promotions committee is recommending purchasing both digital and radio advertising in the amount of \$2,500.</p> <p>Maria Brana (KUIC) - Explained how digital advertising works: the process includes capturing device IDs in certain geographical regions and targeting them with in-app ads on their Facebook and Instagram accounts. The geographical region will be focused in</p>	<p>The BODs decided it was best to postpone the rollout of the revised Safe Business Program until the PD is ready to fully implement.</p>

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		<p>the East Bay and Sacramento areas towards people who attend these types of events. The combination of digital advertising and radio spots will net the result the DVVID is looking for to attract people to Oktoberfest.</p> <p>Maria Alemany stated that \$1,600 would be for the 100,000 digital impressions and \$900 would go towards the :15 radio spots.</p>	<p>Lia Rivera made a motion to approve the \$2,500; Ted Neima second the motion.</p> <p>Vote was taken and approved. No objections were given. Dave McCallum abstained.</p>
<p>9. Big Four Partner Reports</p>	<p>City of Vacaville</p>	<p>Tim Padden - Reported that he and Don Burrus are working on incentive programs which are projected to be presented to the City Council in October.</p> <p>Beer 40 negotiations continue.</p> <p>Executive Director recruitment continues. The Search Committee will meet on 8/24 again to review the candidates thus far; there are currently 4 candidates but there is still time to apply.</p> <p>Brian McLean, Assistant Director of Public Works, City of Vacaville</p> <p>Reported that a tree in front of Fuso's has been wrapped with lights as the City's pilot tree lighting. The parts and materials will be ordered soon for the remaining trees. The project time frame is approximately 2-4 months. The scope of the project includes Main Street from Cernon St. to McClellan St. It also includes parts of Dobbins and</p>	

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		Merchant. Scope expansion and necessary budget augmentation are being evaluated for additional tree lighting on the remaining streets. Once this evaluation has occurred, Brian will report back to the BODs at a future meeting.	
	Chamber of Commerce	Ralph Berumen - Ralph reported that the Chamber is hosting a golf tournament on 9/16 and looking for sponsors, golfers & raffle prizes. In addition, he said the Restaurant Alliance continues to meet every third Wednesday at Makse.	
	Visit Vacaville	Delaney Holden - Arts Week will be Sept. 16-25th. Visit Vacaville is seeking artists to participate during the week as well as with the Arts, Wine and Brew Stroll. Multiple interactive events are being planned for the entire week and can be found on the Visit Vacaville website. September 30th is the Farm to Table Dinner; Dinner tickets and VIP tickets are being sold. Local Wineries and Chefs will be catering the dinner.	
10. Open Discussion		Maria - thanked Brian and the Public Works department for their help with coordinating the Farmers' Market move from Andrews Park to Main Street. They helped with street closures and electrical issues.	
11. Next Meeting		September 20, 2022	

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12. Adjourn			Stacy adjourned the meeting at 8:47am.

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