



Board Of Directors Meeting Minutes
held at Sonesta Essential (formerly Hampton Inn), 800 Mason St.
Tuesday, July 18th, 9am

1. Meeting Called to Order (Matt Taynton, President)
2. Roll Call of Board of Directors by Ted Neima, Secretary

All Board Members of the Downtown Vacaville Business Improvement District were in attendance, with the exception of:

Stacy Schutte emailed this morning that she could not make the meeting.
Absences: Caryn Mikich, Morne Van Staden.

Our “Big Four Partners” in attendance were: Debbie Egidio of the Chamber of Commerce and Delaney Holden of Visit Vacaville. Tim Padden was on assignment out of the area.

Visitors Present were Sandra Over, Catherine Poller of the Opera House, and Audry Summer, a regular vendor at our Downtown Farmer’s Market.

City Councilman Mike Silva arrived at the meeting, adjourned, and spent time with the Downtown Vacaville Officers who were still present in the room.

3. Request for approval of the Agenda by President Taynton, Seconded by Ted Neima
Carried and So Ordered - CSO

4. Motion to Approve the April Minutes, which were tabled at the June Meeting until this July meeting to allow more time for Members to review them.

Secretary Neima reminded those present that the minutes were derived from two transcripts since he had been excused to attend to his wife during her extensive surgery that day.

Motion to accept the April Minutes by Neima, Seconded by Ralph Berumen CSO

Motion to approve the June Minutes by Neima, Seconded by Leslie Silver CSO

5. Public or Board Comment – Re: Issues related to Downtown Vacaville

Extensive discussion regarding the City’s portal filing requirements to hold events began. Sandra Over commented on events being held regardless of the City’s permitting requirements. Ted added that he had previously written letters to the city and had zero response and added that many of those blocking the sidewalks were selling national brand products.

She also commented that, in doing so, they were undermining local merchants who paid taxes for the right to engage in retail business. Ed informed the Board about the time deadlines in the City to seek approval through their event portal. Taylor added that the right of way through Trianon was being partially blocked by the vendor vehicles. Ed added that the blockages were also adding an issue of liability. Sandra Over informed the Body that Crystal in the City Manager's Office was the point of contact. Further, Crystal was the one who designed the permit portal.

Board Members reported that Blake's efforts to open had encountered ever new requirements for him to open for business. Taylor reported that Mike Silva was going to set up a meeting with key stakeholders, including Downtown Vacaville, to go over their experience with the Portal. Taylor reported that he had asked if the City could send someone to fill in for Tim to hear about these issues, and no one was available. Since he was already speaking with M. Silve, he had asked Councilman Mike Silva if he could attend. (Please see note under "Roll Call" he M. Silva).

Secretary Neima commented that he previously mentioned the problems that exist from the lack of code enforcement. He reported that if you research the code that applies to each area of city operations, it most often designates a specific person who is responsible for enforcement.

6. Board President's Report by Matt Taynton

Matt reported that the Economic Vitality Committee was up and running. They came over and began distributing the New Military Discount Program Stickers to businesses. The stickers are put in the windows to let patrons know you are offering the program. Also with it is a disabled veteran's pamphlet. Members asked if the information will also be available at the Farmer's Market, to which Matt agreed that would be a good policy.

We continue to work on developing a regular newsletter out to our District. Matt reported that the City Manager wanted to meet with the Executive Committee Officers to discuss issues related to Downtown Vacaville. He inquired with the Board if anyone felt notice was required, to which it was felt, without exception, that was not. Debbie Egidio of the Chamber said that as the meet was called by the City Manager and we were not appointed by him, we would not be in violation of the Brown Act.

Matt then gave an update on the issue of businesses outside of the BID District who were assessed fees in error. It appears that a refund is in the works, and we're waiting for final confirmation of the resolution of this issue.

Finally, Matt reported on our continuing efforts to get the flagpole on Merchant Street repaired and back in service to the Downtown Community. He discussed the lighting that would attached so that the flag could fly throughout the night. Ralph Berumen suggested that we contact Rick Strand at "80 Forklift" to see was available. And Duana said that she had a contact that she hoped would contact us about the project.

7. Treasurer Report by Ed Pardini

Ed reported the finances were basically good news as while our net income went down a little; however, we may see an uptick when July income from events is factored into the equation.

Ed gave a report on finance balances and profit and loss figures. He was unable to get copies for this meeting. In response to an inquiry from Board Member Berumen, he assured that he would have copies at the July Meeting.

Leslie and Greg made inquiries regarding Creekwalk Concert income since that is a major source of income. Taylor responded that the city reimburses part of the income, and when those funds are received, the balances will look improved. Further, Taylor reported that we were having good volunteer participation, despite the recent high temperatures. However, Board members recommended that if attendance income was dropping, that we should look for other sources of income. There was some discussion about the impact of security checks on being a factor in lower attendance at this event. Lia Rivera commented on the importance of have good security at events, especially where kids are around.

8. Secretary's Report by Ted Neima

Ted shared for those considering being Secretary, is that in supervising the production of the minutes, you do remember many of the issues and requests that Board Members Make. One of those subjects was the need for guidelines for pouring alcohol. There, Ted researched the ABC website for the new statute and had prepared a summary of the key points for use at future "strolls" and events. He gave 20 copies to the board President as may be needed in the future.

The next major policy of our Executive Committee is transparency in everything we do. As you know we always have an Agenda item for Membership input at all of our meetings, including the Executive Committee and Advisory Board. So, we also want the full Board to be involved in these decisions regarding the Bylaws

Bylaws Update: Previously, we have sought your input re Article I (Name of Offices), (example: our new branding of Downtown Vacaville will be reflected in the language). We've also asked for your input re Article II – (Mission and Purpose). I am again distributing to you our sample developed language and hope you will a few minutes to give input, even its just writing down a word.

Previously Per Civitas' recommendations, we have a new Article III (Limitations). I am again distributing a list of duties developed by the Executive Committee regarding the role of the Executive Director in relationship to the Officers Article VIII. Please mark those you feel are most important, recommend changes to the language, and finally, add any duties where there are slots marked: "Other". Your input will be used by the Executive Committee in its policies going forward and in forming any bylaw recommendations.

(The following is for informational purposes ONLY: At our last meeting we reported on the

relationship between the role and duties of the Executive Director and Officers Article VIII (Officers – now Article IX). Forms for your input for prioritization and change were distributed to incorporate your input. Articles IV - Meetings of Members (Now Article V) is changed pursuant to the City Agreement for two General Membership meetings annually, and ARTICLE V Assessments (Now Article VI), since this matter is determined by action of the City Council on the basis of the recommendations of the Advisory Committee.)

Lastly, Ted gave an update on the Safe Business Program. Specifically, we made a few updates to the folder and Suspect/Vehicle Card insert. While we previously funded a digital Safe Business package for our Chamber, the BID is now offering them 100 copies of the card for their use.

Motion to accept the Secretary’s Report by Ted Neima, Seconded by Greg Schultz CSO

9. Executive Directors Report (Taylor McDonald)

Taylor notified the Board that he was looking at hiring another assistant to help out at events, volunteer management and a bit of event coordination. So we’re going to open for interviews soon for someone to fill this part-time position. Hiring a part Events Assistant, scheduling interviews. Hopefully this will free up some time to work on other objectives like the newsletter.

We’re into our second month of the Farmer’s Market. The goal is to have a good Farmer’s Market regularly every week. What we don’t want is a bad market. Creekwalk has been a bit of a challenge due to the hot weather. We’ve got a nice gimmick coming up – “Christmas in July.” So we’re working on more signage and have been securing “A-Frames” for that purpose. So, we’re looking at different methods of increasing traffic.

Another event on the list is the Friday Night Music Series. We’re going to have a meeting to discuss the types of music that are good when scheduling bands.

Ted thanked those on the Board who helped out at Creekwalk Concerts during some of the hottest months of the year. He also commented that any Board Members who hadn’t yet had a chance to check out Vacaville Farmers Market.com, he was complimenting how great it was and suggested that members check it out. The upcoming market is a special event: “Christmas in July”.

Taylor, lastly, reported that the next Downtown “Coffee and Chat” is with Journey Coffee on Friday at nine to eleven o’clock. Sandra at the Opera House will be doing Thursdays, and we’re looking at Fridays. We’re also looking at having local vendors. Let’s make it a more “walkable experience.”

Taylor added that his goal is for the Farmer’s Market to be year around, but the city is resisting. Duana commented that she had heard on various news broadcasts that efforts were being considered to schedule Farmer’s Market in the evening. Taylor responded that such a schedule could change the nature of the market to more of a craft fair type. The “Christmas in July”

market is going to be a good test run for a market with broader vendor participation. We're looking at having a Farmer's Market downtown on three streets, creating a kind of circle shopping experience, with stages and different kinds of music.

10. Committees & Events Report by Leslie Silver, Vice President)

Leslie Silver reminded everyone about our plan to hold a major event next year centered on any type of vehicle with wheels. "Velocity in Vacaville" is not set for September next year. She urged the Board Members to become involved because it was going to be a major project needing a lot of hand to make it successful. So, if anyone is into the car scene and good music we need you. We're also going to have vendors. The date is October 5, 2024.

11. Partner Reports

City Report – While Tim Padden is not here, but he texted me to report that the process to sell the "Beer 40" former site is picking up steam. An update is going to the City Council on August 8th.

The Chamber of Commerce report was made by CEO Debbie Egidio. She apologizes about not attending some meetings since her schedule often has conflicting meetings scheduled. Of course, she has confidence in our Board Member Ralph, who is also a Chamber Ambassador, to keep us up to date. We have a restaurant committee meeting tomorrow. This weekend is the Pony Nine Baseball Series at Keating Park bringing \$*100,000's of potential business. Next Wednesday at 4 p.m., we're having our new member orientation. It's also a good refresher for our veterans. On August 3rd, we're going to have our monthly mixer at Makse. There will also be an event at the Library for Congressman Thompson. So there is a lot happening Downtown. Please also check out our webpage, as it provides an opportunity for coupons and other marketing exposure.

Visit Vacaville Report by Delaney Holden. She reported that they had a photographer here from New York that went around town for their annual "branding" shoot. On September 23rd we're going to have our annual Artist event at the Vacaville Performing Arts Center. We are also open for applications for vendors at the rate of \$50. We'll have a sculpture project as a draw for donations of food cans to be donated to shelters. We'll have about 22 stops for our annual walk. Also, regarding the "Cow Project," we've sold six. Along with them, we're getting some "mini" cows that will be used for various fundraising events. They're the size of the rabbits.

12. Motion to Adjourn by Ralph Berumen, Seconded by Leslie Silver

CSO