

Downtown Antioch Association (DAA) – Meeting Minutes

Date: February 2026

Location: Rivertown (G Street) Clavo & Canela

Meeting Type: General Membership Meeting

Time: Approx. 5:30 PM – 7:05 PM

Recorded: Yes

1. Welcome & Host Acknowledgement

The meeting opened with acknowledgements of the host location and gratitude to Carla and her family for welcoming the group and sharing their food and hospitality.

It was noted that the ribbon cutting for Carla's business took place on August 9, coinciding with her father's birthday.

Special appreciation was expressed to:

- Rivertown Treasure Chest
- Kathy Reis
- Community members who continue to support downtown businesses

Carla shared personal thanks, recognizing her husband and family for their support during a difficult year.

2. DAA Mission Statement (Reiterated)

The Downtown Antioch Association reaffirmed its core mission:

Primary Goal:

To drive people into downtown businesses and increase sales.

How DAA Achieves This (Three Pillars):

1. Promotion & Visibility

- Encourage sharing of downtown content across platforms
 - Support from community partners such as Empower Antioch and Antioch Rivertown
 - Members are encouraged to like, share, and repost downtown content to increase reach
2. Advocacy & Resources (One Voice)
- Address shared concerns collectively rather than individually
 - Issues or observations can be brought to meetings and elevated to APD, the City, or partner organizations
 - Emphasis on not feeling isolated as a business owner
3. Community & Collaboration
- Stronger outcomes through collaboration between DAA, the City, and the Chamber
 - Cross-promotion, shared ideas, and joint initiatives are key

3. Membership & Sponsorship Overview

- Nonprofit Membership: \$100 annually
- Core Rivertown businesses (10th St. to the water, 8th St. to L St.) receive the greatest benefit, though membership is open and inclusive
- Membership includes:
 - Participation in promotions and events
 - Cross-promotion opportunities
 - Visibility through DAA channels

DAA emphasized:

- No one will be turned away from meetings or assistance based on membership status
- Sponsorship packages are in legal review
- Members may express interest without commitment at this time

First confirmed members recognized:

- Karen

- Jim

Goal:

50 members within 36 months (with 100–150 potential contacts identified)

4. Board & Committee Structure

Board Members:

- Treasurer: Trevel (TNT Smoothies)
- Secretary: Anna (Farmers Insurance)
- Betty (sent regards)

Committees:

- Committees execute the work and event planning
- Board provides financial oversight and accountability

Committee members and contributors highlighted:

- Jess (Marketing)
- Dominique (Event Planning – Royal Banquet; also Chamber leadership)
- Nicole (Chamber Director; Lemon Tree)
- Monique (Pour-Up Wine Bar)
- Erin (Hen & Drake Tea Room)
- Jackie (Oh-Party! Bay Area)

Volunteers are always welcome.

5. Antioch Police Department Update

Officer Mary (APD) provided updates:

- Emergency Issues: Call 911 immediately
- Businesses may request extra patrols via APD's website or by contacting Officer Mary directly

- Quality-of-life issues may be elevated through APD or DAA leadership
- APD Staffing:
 - Currently at ~85 officers
 - Ongoing recruitment, including lateral hires

Cleanup Coordination:

- APD supports community cleanups
- Collaboration with Parks & Recreation and Keep Antioch Beautiful is encouraged
- March/April cleanups discussed

6. City Funding Update

- DAA received a \$2,000 Civic Enhancement Grant
- Funds may be combined with other initiatives for a targeted project
- Emphasis on demonstrating impact to support future funding opportunities

7. Event & Festival Planning – Antoine Update

- City approved one-day festival (not multi-day)
- Planning includes:
 - Downtown foot traffic strategies
 - Business engagement
 - Interactive elements such as:
 - Key scavenger hunt
 - Registration-based participation
 - In-store experiences and prizes
- Art & culture integration discussed:
 - Poetry, art contests, performances
 - Involving schools and local artists
 - Potential judging panel and public announcements

8. Antioch Business Collaborative (ABC) – Presentation

Presented by City Community Development

- ABC offers free business services, including:
 - Capital access
 - Financial analysis
 - Marketing support
 - Tax assistance
- Businesses can participate in multiple programs simultaneously
- Discovery conversations available to help business owners identify what support they need

9. Bloom Antioch Program – Nicole

Overview of Bloom Antioch:

- Entrepreneur and small-business support initiative
- Workshops, skills training, and community building
- Upcoming sessions:
 - March 11 – Vision & Business Direction
 - March 25 – Hands-on Cricut / Marketing Workshop
- Emphasis on collaboration, accountability, and skill-building

Attendee feedback highlighted strong energy and engagement at prior sessions.

10. Chamber of Commerce Update – Jim Becker

Key points:

- Free tax services available through Community Foundation of Contra Costa County
- SOAR Program recruiting (Black women entrepreneurs; grants up to \$10,000)
- Concern over potential loss of US Bank downtown
- Upcoming Chamber events:

- Business mixer (location TBD)
- Economic Development presentation to City Council (March 10)
- Monthly Chamber lunches and CEO speaker series

11. Community & Partner Updates

- El Campanil Theatre:
 - 2026 programming strong
 - New afternoon encore series and artist residencies
- Historical Society:
 - Strategic planning underway
 - Transitioning to more professionalized operations
- Elderly Wish:
 - Celebrated 25th anniversary
 - DAA contributed ~\$300 basket

12. Upcoming DAA Events & Promotions

- St. Patrick's Day Leprechaun Search (March 14–15)
 - Participating businesses display leprechauns with words
 - Participants create sentences/stories
 - Entries submitted in person
 - Online voting and prizes (gift cards, recognition)
- Goal: Increase awareness of downtown businesses via mapped participation
- Upcoming Meetings:
 - March 26 – Four Seasoning (focus on April events)

13. Announcements

- Timeless Elegance (new G Street business) grand opening: February 25
- Performance reminder: February 21, tickets still available

14. Adjournment