

# **Downtown Antioch Association**

Meeting Minutes

Date: March 26, 2026

Time: 6:02 PM

Location: The 4 Seasonings Steakhouse

Prepared by: Secretary

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## **1. Call to Order**

Meeting called to order at 6:02 PM by Debbie Blaisure

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## **2. Recording Notice**

Attendees were informed the meeting would be recorded for note-taking and social media purposes. No objections were noted.

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## **3. Host Acknowledgment**

- Thanked Erica, Mo, and Betty (The 4 Seasonings Steakhouse) for hosting.
  - Recognition of their 1-year anniversary and continued participation in DAA events.
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## **4. City Leadership Recognition**

- Mayor Ron Bernal acknowledged for ongoing support of DAA and changes in the city as well as events happening in the city.
  - Additional city officials recognized being present.
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## **5. DAA Leadership Introduction**

Board Members:

- Secretary: Ana Alvarez from Farmers Insurance

- Treasurer: Trevel Adanandus Jr.
- At-Large: Betty Ware

Ancillary Board (Events Committee):

- Dominique Coleman
  - Nicole Holmes
  - Monique Griffin
  - Erin Green-Astone
  - Jackie Ledezma
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## **6. Marketing & Creative Support Recognition**

- Jessica Westland – branding, logo, social media, website
  - Christin Zamora – marketing support
  - Beverly Knight – photography and event media coverage
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## **7. Mission Statement & Organizational Updates**

Mission:

Increase foot traffic to downtown and support local businesses.

Key updates:

- Rebranding to AntiochDAA
  - Social media growth:
    - 88 followers
    - 324 following
    - 57 posts in March
  - Website in development
  - Membership and sponsorship enrollment ongoing
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## **8. Advocacy, Partnerships & Community Engagement**

- Ongoing collaboration with City leadership and organizations
- Working Together Fund partnership:
  - Jose Cordon (Cordon Concepts)
  - Nathan Ulsh (Build Antioch)
- Build Antioch Meetings:
  - March 31 (Chamber Office)

- o April 30 (TBD)
  - Chamber of Commerce collaboration with Jim Becker
    - o Cross-promotion of events and initiatives
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## **9. Community & Beautification Discussion**

- Emphasis on:
    - o Cleanliness
    - o Visual improvements
    - o Business participation
  - Concerns:
    - o Property maintenance
    - o Vacant buildings
    - o Need for city enforcement (e.g., awning ordinance)
  - City initiative:
    - o Keep Antioch Beautiful (April 18)
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## **10. Public Safety Update (APD)**

Presented by Sergeant Fachner:

- Introduction of public safety tools:
    - o RIMS Portal
    - o Seeclckfix
    - o Camera registration
  - Business Watch program promoted
  - Encouraged reporting:
    - o Emergency → 911
    - o Non-emergency → APD + DAA follow-up
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## **11. Beautification & Clean-Up Planning**

- City clean-up: April 18
  - Discussion of additional clean-up prior to May 9 Wine Festival
  - Members encouraged to sign up for participation
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## **12. Guest & Partner Updates**

- Antioch Chamber of Commerce (Jim Becker)
  - El Campanil Theatre (Chelsea):
    - Fundraising success acknowledged
  - Antioch Historical Museum (Lucy Meinhardt):
    - Strategic planning and temporary closure upcoming
  - Rivertown Jamboree (Betty Smith):
    - Crab Feed – April 25
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### **13. Past Events Report**

- Timeless Elegance Grand Opening (Feb 25)
    - Strong attendance and support
  - St. Patrick's Scavenger Hunt (March 14)
    - Community engagement and business participation
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### **14. Upcoming Events**

#### **Build Antioch**

- March 31, 5:30 PM (Chamber Office)

#### **Easter Egg Hunt & Bunny Photos**

- April 4
- Multi-location event with:
  - Business participation
  - Passport system
  - Family activities

#### **Fashion Show Fundraiser**

- April 29 (La Plazuela)
- Supports DAA

#### **Wine & Art Walk Festival**

- May 9
- Large-scale downtown activation event
- Estimated attendance: 2,500–5,000

#### **Fundraising Auction**

- May 18–22
  - Hosted by Alliance Estate Sales
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## **15. Next Meeting**

Tuesday, April 21

Location: The Lemon Tree

Time: 5:30 PM – 7:30 PM

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## **16. New Business**

- New attendees introduced themselves and their businesses
- Open discussion held:
  - Event coordination
  - Community participation
  - Business engagement

Completed with the meeting by 7:30pm