



A locally-funded nonprofit organization created to foster an economically vibrant Downtown Vacaville

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**Downtown Vacaville Business Improvement District
BOARD OF DIRECTORS MEETING
Tuesday, February 15, 2022, 8:00am
Via Zoom Call**

MINUTES

MEMBERS PRESENT: Ralph Berumen, Jason Diavatis, Kia Lutte, Dave McCallum, Ted Neima, Kathleen Ramos, Marianna Schiavone, Stacy Schutte, Leslie Silver, Matt Taynton, Kim Robinson

MEMBERS ABSENT: Sherie Mahlberg, Paul Pratt, Lia Rivera, Dean Roberts, Morne Van Staden

GUESTS - City of Vacaville: Tim Padden, Erin Morris

GUESTS - Stevie Gomez (Reporter), Rosa Trevizo (Visit Vacaville), Katherine (Opera House)

STAFF: Brooke Fox (Executive Director)

Item	Speaker	Discussion	Action Taken
1. Call to Order	Stacy		Meeting called to order by Stacy.
2. Roll Call (BOD & Guests)	Brooke		Roll call was taken.
3. Approval of the Agenda	Stacy		Ted called for the Agenda to be approved. Second by Matt. Agenda was approved.
4. Discussion from the floor			No discussion
5. Consent Calendar	Brooke	The BID Fee Report format has changed.	Ted called for the Consent Calendar to be approved; Second by Kathleen; Consent Calendar was Approved.

6. Finance Committee Reports	Brooke	The budget is built around \$55K while we await our time to present our proposal to the City. There will not be a vote on this budget until the DVBID has an opportunity to present to the City.	
7. Advisory Committee Report	Brooke	<p>a. 2022 City of Vacaville Management Contract Update:</p> <p>We are waiting for feedback from the City on the Annual Report and Business Plan drafts. Tim and Don are working with the City Manager and consulting with Council Members because of the increased amount of funding we are requesting.</p>	
	Tim	<p>Reported that he and Don are meeting with the City Manager. They will be inviting 2 council members at a time to review how BIDs work and more specifically the scope of the current Fee for Service proposal from the DVBID. All council members have draft copies of the Annual Report and Business Plan.</p> <p>Comments - Ted - Shared his support of the DVBID and its events. Expressed that he is in favor of a PBID but would like to see the City assume the costs to form it.</p>	Tim will provide feedback from those meetings.
	Brooke	<p>b. Board Governance Update:</p> <p>Brooke has received a draft of some of the changes to the Bylaws from Civitas.</p> <p>c. Recommendations:</p>	Brooke to review suggested changes with the Executive Board and then present to the BODs.

		<ul style="list-style-type: none"> - Property Owners' meeting has been rescheduled for 3/29, 5:30pm at Journey Downtown. Stacy stated that Morne has offered his venue to the DVBID at a discounted rate and she thanked him on behalf of the DVBID. - Move \$30K from operations into the savings account that has the EIDL loan money in it. This will restore that account to approx. \$132K and lower the operating budget. - Move \$17,237.98 from operations into an existing CD account, which will be used as reserves. There is \$50k in the CD now and by adding these additional funds, we will have approx. 3 months of reserves to cover operations and payroll. - With these changes, our Feb. operating budget is just under \$100K. Approx. \$40K of these funds is from the original \$75K that was given to us by the City. <p>Comments- Ted - suggested that the DVBID wait until March to transfer the funds to a CD because the interest rates may go up on a 12-month CD.</p>	
8. Executive Director's Report	Brooke	<p>a. Partnership Event Requests</p> <p>Lisa Murry is requesting a partnership with DVBID to host an Earth Day Clean Up Day on 4/23 from 9am-12pm. Brooke would like to hold a Clean Up Day even if it is on our own. She states that the execution is fairly easy: A call for volunteers is sent out and the BID already has the supplies needed to clean up downtown. Brooke is not requesting a vote at this time but wanted to let the BOD know this is something she is considering.</p>	

		<p>Comments: Ralph - Stated that he is in favor of the Clean Up Day since there is definitely a need for it.</p> <p>Kim, Leslie and Stacy all provided support for a Clean Up Day but do not want to commit BID funds or Staff time to a larger event with Lisa until more details and a budget are available.</p> <p>Meeting with the Chief of Police Brooke and Dean met with the Chief of Police and one of the items discussed was the Sunday night protests on the bridge. Chief Schmutzler stated that he would provide the BID with a reference guide for what protestors can and can not do. Jason stated that the protestors are back, very loud and causing a disruption in the area every Sunday.</p> <p>Brooke said that the Chief also stated that he would like to offer his officers community service time (with pay) to volunteer at our events.</p> <p>Brooke also stated that PD would provide a report on crime statistics for our downtown area.</p> <p>Lastly, Brooke said that the Chief said there may be an opportunity for him or someone from his office to speak to our downtown businesses about safety measures they can take to keep their business more secure.</p>	<p>Brooke to report back to the BODs and ask for approval at a later date after meeting with Lisa Murry.</p> <p>Brooke to circulate the information that Chief Schmutzler provides to the BODs.</p> <p>Brooke will provide an update when this may be available.</p>
9. Committee Reports	Brooke	<p>a. Organization: A welcome letter will be distributed as an attachment to the Business License Renewals that are sent out by the City. The purpose of the welcome letter is to invite the business to engage with the DVBID and includes a map and QR code on it that directs them to our Website.</p>	

		<p>b. Economic Vitality: N/A</p> <p>c. Design: Many of the trees that were not working have working lights on them now.</p> <p>d. Promotions:</p> <ul style="list-style-type: none"> - Events calendar is still a work-in-progress. - This Saturday is the Black History Month celebration at Andrews Park; expected attendance is 200 people. - The Love Stroll was a sold out event with 15 businesses hosting open houses and made approx. \$3,300. A lot of positive feedback was received by both the people attending the event and the merchants. Leslie suggested that we use the success of the event to help promote that Downtown Vacaville is a safe place to visit. She suggested maybe doing a write-up for the newspaper. Stevie shared her experience as a volunteer at the registration table. She stated that the photo booth was a huge success and helped keep the registration area free of any back up. 	
10. Board Business		N/A (Dean was not able to attend)	
11. Big Four Partner Reports	Tim Padden	<p>City of Vacaville</p> <p>Tim - stated that he expected the DVBID to go in front of the City Council sometime in late March or early April for the approval of the Fee for Service Management Agreement.</p>	

	Erin Morris	<p>The City's legal team has already reviewed all the key items in the Agreement.</p> <ul style="list-style-type: none"> • Beer 40 - anticipate going in front of council in early April for approval to sell the property at E. Monte Vista & Dobbins to Beer 40. • K-Rails - Many businesses have been utilizing these for outdoor dining. Sonoma Springs will be utilizing 2 City-owned tents very soon. LaBorgata will downsize their area from 4 parking spaces to 2 parking spaces. • Economic Development Advisory Committee - The City is working with them to put together a DRAFT Incentive Proposal to take to Council in the next few months. The proposal will include new incentives that the City can offer to our businesses, especially our small businesses. There could also be the creation of a potential "Storefront Improvement Program". The concept of the program would be to offer businesses a 50/50 match for storefront improvements. • DTSP - The DTSP was voted on last week and was unanimously approved. A city team has already met downtown after dark to take another assessment of everything. Our next steps are to meet internally this week and our goal is to start partnering with business owners on plan implementation. More information will be provided as they move further along in the process. <p>Comments - Kathleen - asked if Councilman Ritchie was not able to vote on any</p>	
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		<p>downtown items or was he just not able to vote on the DTSP. Erin said that he is working with the City's Attorney's office on any future votes pertaining to the downtown area.</p> <ul style="list-style-type: none"> • 700 Park Project - This is the new name of the E. Main mix-use project. The 700 Park Project is scheduled to be filed with the City on Friday, February 18th. Property owners will receive notice that we have the application and we will also notify the DVBD. The City will also host an informational community meeting on the project so that everyone can provide their feedback. This development will bring residents and a little more commercial to downtown and add to the overall vitality of the area. <p>Comments Brooke - mentioned that she and Tim were meeting with the Developer, Lewis Homes, today.</p>	
	Ralph Berumen	<p>Chamber of Commerce</p> <ul style="list-style-type: none"> • Movers and Shakers Breakfast on 3/2 at the Opera House. \$60/ticket. Mayor Rowlett and City Manager Busch will speak. 	
	Rosa Trevizo	<p>Visit Vacaville</p> <ul style="list-style-type: none"> • "I Love Vacaville" runs from Feb. 13 - Feb. 19; Quotes from various people throughout the community on why they love Vacaville will be shared on all of our social media platforms. If you are interested in providing a quote, please contact Rosa. 	

		<ul style="list-style-type: none"> • Launching a “Taco Trail” in May. Visit Vacaville has started outreach to restaurants for participation. <i>Program Overview:</i> Participants can check in virtually at a restaurant and unlock prizes from Visit Vacaville. A fun trophy will be awarded to the first person who completes the trail. • Inspiration Guides are available; contact Erin if you would like some copies. 	
12. Open Discussion	Brooke	Maria has left the organization as of last Friday; we could not make it work. The Executive Committee has been meeting and has been debriefed on several situations that have arisen over the last few weeks. We are discussing our next steps.	
13. Next Meeting		Tuesday, March 15, 2022 8:00am	
14. Adjourn			Meeting was adjourned.