



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, January 11, 2021, 8:00am
Via Zoom Call**

MINUTES

MEMBERS PRESENT: Ralph Berumen, Jason Diavatis, Sherie Mahlberg, Dave McCallum, Ted Neima, Kathleen Ramos, Dean Roberts, Marianna Schiavone, Stacy Schutte, Leslie Silver, Matt Taynton, Morne Van Stade, Kim Robinson

MEMBERS ABSENT: Paul Pratt, Kia Lutte, Lia Rivera

GUESTS - City of Vacaville: Don Burris, Tim Padden, Tyra Hays, Erin Morris, Brian McClean, Katie Cardona (VPD)

GUESTS - Debbie Egidio (Chamber), Ed Pardini (Jon Edwards Salon & Spa), Maria Brana (KUIC), Stevie Gomez (Reporter) Rosa Trevizo (Visit Vacaville)

STAFF: Brooke Fox (Executive Director) and Maria Alemany (Events & Ofc. Mgr.)

Item	Speaker	Discussion	Action Taken
1. Call to Order	Stacy		Meeting Called to Order by Stacy.
2. Roll Call	Brooke		Roll Call was taken.
3. Approval of the Agenda	Stacy		Stacy called for the Agenda to be approved. Second by Ted. Agenda was approved.
4. Consent Calendar	Stacy	Stacy asked that each set of Minutes be approved separately.	Motion to remove the July and August 2021 Minutes from the Consent Calendar given by Dave, second by Leslie.

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		<p>i. Minutes from July 2021</p> <p>Minutes from August 2021</p> <p>Minutes from December 2021</p> <p>ii) P&L YTD 2021 v 2020 as of 12/31/21 iii) Balance Sheet as of 12/31/21 v 12/31/20 iv) BID Fee Report: December</p>	<p>Motion to approve July 2021 Minutes given by Dave, second by Leslie. Vote taken, minutes approved.</p> <p>Motion to approve August 2021 given by Dave, second by Kathleen. Vote taken, minutes approved.</p> <p>Motion to approve December 2021 minutes given by Kathleen, second by Marianna. Vote taken, minutes approved.</p> <p>Motion to approve the remaining Consent Calendar items given by Kathleen and second by Ted. Vote taken, Consent Calendar approved.</p>
<p>5. Cashflow 2021-Budget vs. Actuals thru 12-31-21</p> <p>6. 2022 Fiscal Year Budget as proposed</p>	<p>Brooke</p>	<p>Cash Flow - Document not available at time of meeting.</p> <p>Final numbers are not available because Brooke does not go before City Council until February 8, 2022. Budget numbers will be updated once funding is approved through the Management Agreement. Brooke presented a budget, the budget has a negative balance net profit but Brooke stated that the organization will use carry-over funds from fiscal year 2021 to absorb any net negative costs. Carry-over funds were</p>	

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		<p>generated from unbudgeted beer sales and covid relief funding. The carry-over funds are approximately \$130K-140K.</p> <p>The biggest piece to consider in this budget is the Staffing Plan for 2022. Brooke is budgeting for a part-time Marketing Assistant and a part-time Farmers' Market Coordinator.</p> <p>Brooke is required to present a budget to the City as part of her Management Agreement proposal.</p> <p>There is quite a bit of spending that is related to the original \$75K ARPA funding: advertising, gift card expenses, BID fee spending, etc. We have only spent about a third of that thus far. As reflected on the budget, we will continue to spend these funds in 2022. The \$75K ARPA is essentially a grant and 100% forgivable.</p> <p>Kathleen - Questioned if it was better for the budget to go before City Council with the BODs' approval as long as they knew that it would have to be approved again after the Management Agreement funding was approved since the budget is dependent on those funds.</p> <p>Tim - Agreed that it would be good if the BODs approved the Budget with the caveat that it would have to be approved again after the Management Agreement was finalized.</p> <p>Brooke - The EIDL Loan for \$130K is not forgivable. \$100,000 in reserves and \$30K was used for operations.</p> <p>Dave - Asked if the DVVID By-Laws require for the organization to have a minimum reserve amount. He</p>	<p>Brooke to include "formalizing a minimum reserve" on the Finance Committee's Agenda.</p>

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		<p>believes that the DVBID should have a policy in place that outlines the amount of reserves the organization should keep.</p> <p>Brooke - Explained that the By-Laws do not require a minimum reserve but she thinks it would be a good idea to make that change and include a minimum of 3-4 months of operating expenses. Brooke currently has the reserve funds in a CD, which yields a minimum amount.</p>	<p>Motion to approve the Budget based upon the amount budgeted coming from the City with the understanding that the budget could change once the final funding dollars are approved through the Management Agreement given by Ted, second by Matt. Vote taken, motion approved.</p>
<p>7. Advisory Committee Recommendations</p>	<p>Brooke</p>	<p><u>2022 City of Vacaville Management Contract Update</u></p> <p>Brooke - the City finally understands that we are an under-funded BID not just in California but in Solano County as well. We finally have General Council support to increase our Fee for Service. The City would like for us to come up with a scope of work that essentially sets the framework for a new "Baseline" of funding each year moving forward. That number might approach \$100K whereas in the past it was \$45K and it has been \$55K since 2019. They have asked us to commit to a larger program of work going forward.</p> <p>The City is in a 2-3 year Economic Recovery Strategy. That strategy has some funding associated with it and the City would like to pass some of that funding to this organization to act as an economic recovery arm.</p> <p>In short - Brooke is tasked with establishing two segments that are included in the "baseline" funding for the Fee for Service Agreement.</p> <p>As mentioned, a good portion of the funding is to cover additional staff.</p>	

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		<p>The reason for that is because the detailed tasks that the City would like for this organization to accomplish will take a large portion of Brooke's time. The City understands that the salary funds will go to the additional part-time staff so as to free up Brooke's time.</p> <p>Dean - Reiterated that the funds from the City are a "Fee for Service". The DVBID is accountable for fulfilling the items detailed in the Management Agreement with the City for these funds..</p> <p>Tim - Confirmed that it is the City's objective to utilize the DVBID to assist with their Economic Recovery Strategy. The Fee for Service Agreement items are connected to the overall Economic Recovery Strategy that was adopted by the City Council about a year ago.</p> <p>Dave - Asked if the City had a benchmark on the number of business retention or attractions that they want the DVBID to accomplish in exchange for these funds.</p> <p>Tim - Mentioned that the City's benchmarks are qualitative in nature. At the forefront of the City's goals and objectives is to keep businesses here and open. The City wants assistance with continuing to market Vacaville and specifically the Downtown area so that we are continuing to attract new businesses and retain existing businesses.</p> <p>Brooke - Stated that both the DVBID and the City have taken into consideration what is feasible and realistic within the capabilities and resources within the DVBID.</p> <p>Brooke - Business Retention</p>	

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	Brooke	<p>Expansion and Attraction (BREA) programs in the work are:</p> <ul style="list-style-type: none"> • Conducting an Annual Business Walk • Developing an Employee Discount Loyalty Program <p>Since we already do most of this work ad hoc, in 2022, we are essentially updating materials and formalizing the process we already go through. This is one of our goals within the Strategic Plan that was revised in 2019 and is exactly the type of work that BIDs do.</p> <p>Brooke -Stated that the remaining pieces that still need to be included in this package are the 2021 Annual Report, and the 2022 Business Plan. Once the Budget Numbers from the City are received, the documents can be finalized.</p> <p><u>Board Governance Update:</u></p> <p>Brooke - Brooke has had several discussions with Civitas. Civitas is a legal firm that specializes in working with BIDs and they are experts on BID law. They have prepared several proposals for us to consider. As a review, Brooke provided an explanation on the BIDs formation documents. The Bylaws committee discovered that we were not following the original BID law for many, many years. There are two BID Laws: 1989 and 1994 BID Law. DVBID was formed under the 1989 BID Law but its Governance has been operating under the 1994 BID Law. The primary difference is "Decisions made by an Advisory Board vs. Decisions made by the Stakeholders." This Governance directive changes the very nature in which this organization makes decisions. Civitas is proposing</p>	

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		<p>reviewing our Bylaws and determining how they match up with the BID Law in which they were formed and how they match up with the City Ordinance. Civitas will then recommend possible ways forward to be in compliance with the BID Law. One possible avenue would be a full transition to the 1994 Law, which would cost approximately \$50,000 and would require City buyin. This scenario could be difficult since they currently "hold the reins". Once we receive all of Civitas' findings, the BODs will have the opportunity to review all of the recommendations at once. At that time, we should have a clear understanding on the Governance of this organization and the roles of the Advisory Board and BODs. Brooke also explained that Civitas did say that this was not uncommon. Many other BIDs have also made similar mistakes in following the BID Law.</p> <p>Ted - Is in favor of spending the \$1,600-\$1,700 to have Civitas review the DVVID Bylaws. He also wants confirmation that the BODs will be able to vote on whatever decision is made on changing how the organization is governed.</p> <p>Don - Confirmed that the reason the DVVID has an Advisory Committee is because it is directly in line with the 1989 BID Law. Questioned why the DVVID doesn't just move to be in compliance with the 1989 BID Law.</p> <p>Brooke - Explained that the DVVID Bylaws would have to be re-written because they reference the BODs as the DVVID's Governing Body.</p> <p>Kathleen - Confirmed that Don did meet with the Board Members to explain that the DVVID should be</p>	

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	Brooke	<p>operating with an Advisory Committee, which is why one was formed. She asked how our operations and governing body is affected by our status as a 501c6 and 501c3.</p> <p>Brooke - Mentioned that The DVBID is a 501c6. The DVBID does have a 501c3 constructed on paper, which was recommended in our strategic plan. The 501c3 is free to have a Board of Directors' membership as we deem necessary. It is still in its formation stage and the Bylaws haven't been written. Also, the DVBID would be able to utilize the 501c3 for alternate funding to help support some of our programs like the Farmers' Market. As an example, we would be able to apply for grants. In addition, there are certain programs that don't necessarily need to be in the Fee for Service Management Agreement that we could move to the 501c3 operation.</p> <p>Kathleen - Is in favor of working with Civitas to make the DVBID in compliance with the 1989 BID Law as opposed to converting everything to the 1994 BID Law.</p> <p><u>Advisory Committee Recommendations</u></p> <p>Property Owners' Meeting - March 1st has been chosen to hold a Property Owners' meeting at Journey Downtown. Our last Property Owners' meeting was in 2018 or 2019. Quarterly Property Owner meetings are part of the work that the City would like for the DVBID to do for 2022. These meetings are designed to provide them with an opportunity to engage with us and for us to inform them of current activities, programs, opportunities,</p>	<p>Ted Neima motioned to proceed with hiring Civitas for \$1,500-\$1,700 to review the DVBID Bylaws (as outlined on their proposal letter) and provide the DVBID with recommendations on how to proceed forward to ensure the organization is in compliance with the BID Laws. The motion was second by Matt Tyanton. A vote was taken. Motion approved.</p> <p>Brooke and Maria will send out invitations by mail to the Property Owners for a meeting on 3/1/22.</p>

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		<p>etc. that the City, Downtown Vacaville and the BID have to offer.</p> <p>Dave - Asked if Tenants would be allowed to attend.</p> <p>Brooke - Said that she believed tenants would be allowed to attend.</p> <p>Ted - Suggested that the Property Owners' meeting should also include the Property Managers.</p> <p>Brooke - Agreed that the Property Managers should be invited too.</p> <p>Don - Would prefer not to include the tenants in these meetings. The City continuously discusses revenue strategies with DVBID. Lack of funds is the reason the BID is not able to do all of the programming that is required of it. In addition, the City would like to transition from a BID to a Property Based Business Improvement District. In order to get to a PBID, we really have to have the buy-in from the Property Owners, not the tenants or the property managers. We need to be able to demonstrate to the Property Owners that forming a PBID will actually add value to their properties, which in turn adds value to their tenants. The meeting should just be with BID staff, City staff and the Property Owners.</p> <p>Ted - Expressed concern that we may not get adequate attendance/participation if we don't invite the property managers since some of them act as agents for the property owners. There are several properties managed by Spectrum Properties. We may not achieve the City's objective if we don't invite the property managers.</p>	

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	Brooke	<p>Leslie - Asked if we have any way of pre-determining how many people would actually come to this meeting? Brooke said that we have not in the past. However, back in 2018 or 2019 approximately 75 people attended the one at the Opera House. It was not limited to the property owners since it was a public meeting. Leslie mentioned that her owners don't live in town so perhaps it would be better if Brooke tried to determine who would actually be able to attend before the DVBID spends any time and money planning the event.</p> <p>Dave - Voiced his concern that perhaps many property owners may not be able to attend and if the tenants or property managers were allowed to attend, they could relay the information back to them.</p> <p>Brooke - Agreed that getting the property owners to attend and meet regularly is definitely challenging.</p> <p>Stacy - Agreed that just the Property Owners and in some cases, the Property Managers should be invited. If some of the Business owners show up, that's okay, but we don't have to send them an invitation.</p> <p>Don - Prior to Brooke's arrival, Don's team managed the Property Owners' meetings and they didn't have any issues getting Property Owners' to come to the meetings. The Property owners also made it very clear that if they accepted the invitation to attend, that we ensure their tenants would not be there. Their concern was that we would not be able to have an open and honest conversation. At that time, in 2016, they made it clear that they would</p>	

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		<p>only attend if it was just them.</p> <p>PBID Feasibility Study from Civitas-Brooke provided an overview of the differences between BIDs and PBIDs. Business owners (merchants) pay the fees in a BID which covers marketing, advocacy, special events, etc. Property Owners pay the Fees in a PBID. A PBID typically has more funding because they pull from a larger pool of funding. This funding is allocated to "Clean & Safe", larger capital improvement projects like streetscape improvements. There are many advantages to having both types of BIDS. To this end, Brooke has asked Civitas for a quote to conduct a Feasibility Study to determine what amount of Funding a PBID could generate based on our number of properties. She informed the BODs that to form a PBID will take 2-3 years.</p> <p>The Advisory Board has directed Brooke to add the cost of the Feasibility Study to the Fee for Service Management Agreement for 2022. It would be somewhat premature to start addressing the possibility of a PBID with our Property Owners until we know the needs of the Property Owners and how much revenue could be generated from the assessment fees.</p>	
8. Executive Director's Report	Brooke	<ul style="list-style-type: none"> a. DTSP - A summary report has been sent to the BODs for their review. b. Street Tree Lighting - Brooke has submitted a formal request for repairs on 13 of the 34 trees that exist inside the Downtown Lighting District. These are trees that already have lighting but are in need of repair. After the 	

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		<p>Downtown Specific Plan gets approved then the DVBID BODs would formalize a letter to the City outlining which items we would like the City to address first in the DTSP. We are hopeful to be at a point where we can discuss these items at our Feb. BODs meeting. Brooke may be sending out a survey ahead of the meeting to identify your priorities. Erin Morris has been actively recording all of our input on lighting and other issues for the City.</p> <p>Jason - Asked if when the repairs are done on the 13 trees, will they be done to conform with what the DTSP might have in the future. He is concerned that if they are not, then they would have to be redone sometime in the future.</p> <p>Brooke - Stated that she has just asked to repair the existing lights on the trees and has not asked them to install any other lighting components. The City might come back and say that some of them are not repairable. Since this is a priority, she at least wanted to jump start the process because it will likely be a couple of months before we can move forward on the other pieces. Her immediate objective is to try and get downtown as bright as possible in the meantime.</p> <p>Jason - Asked if it would be possible to contact the City and show them what the DTSP lighting initiatives are before they start repairing the lights so as not to spend unnecessary funds on lights that may have to be removed in the near future.</p> <p>Brooke - Stated that the appropriate people at the City are aware of the</p>	

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		<p>long-term lighting goals but in order for us to achieve getting Downtown lighted in the short-term, the best course of action would be to repair them at this time if they are repairable.</p> <p>c. Website Redesign - Some of the ARPA Funding that we received last year was used to update and redesign the DVBID website. The website has not been redesigned since before Brooke was hired in 2017. The Advisory Board allocated \$3,000 to this project. Brooke also mentioned that we hired an individual on contract to update the Business Directory with photos, addresses, and phone numbers. We have also included a "Member Portal" to the website where Businesses will be able to login and have access to special notices (ex: street closures), forms, event information, etc. Downtown Vacaville Logo - has also been redesigned.</p> <p>d. Strategic Planning Meeting - Brooke asked the BODs for the opportunity to host a Strategic Planning meeting at the February BODs monthly meeting so the BODs could ask questions, discuss ideas and get a general sense of everything that the DVBID is responsible for.</p> <p>Kathleen - Asked Brooke to send a copy of the DVBID Strategic Plan to all of the BODs.</p> <p>Brooke - mentioned that the DVBID Strategic Plan and other documents have been compiled in a BODs' Binder. In addition a Conflict of Interest letter and a</p>	<p>Brooke and Maria to Deliver Binders in the coming days.</p> <p>Brooke to send the Confidentiality Letter and the Conflict of Interest Letter via Docusign.</p>

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		<p>Confidentiality letter will need to be signed.</p> <p>Katheen - Asked if the letters could be set-up for Digital Signing and Brooke said she would do that.</p> <p>e. Sunday Night event proposal - Jason has asked the DVVID to plan some type of Sunday night activity.</p> <p>Jason - Stated that he believes part of the responsibility of the BID is to bring people downtown. However, he is still hearing from people that they do not like going downtown at night because they don't feel safe. As a business owner, I would like to see more families downtown. Mäksē is slated to open its ice cream shop soon and he would like for them to feel safe coming down there. Sunday night is one of those nights that could use some more activity like live music, a DJ or other ideas that the BOD could talk about. The idea, in its simplest form, would be to provide community music from 4-7pm on the bridge since there is already power by where the Christmas tree is normally located. We could have a solo guitarist, a trio etc. Jason has spoken to Councilman Silva, who has given Jason the impression that he supports this type of activity. Jason would like to see live music in the downtown area on a regular basis and would even be willing to partially sponsor it.</p> <p>Matt - Expressed an interest as well in live music.</p> <p>Kathleen - Is in favor of</p>	

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		<p>continuous smaller events downtown as well.</p> <p>Dave - Is also in favor of inviting bands to come and play and he believes that there would be plenty of interests from them.</p> <p>Leslie - Is also in favor of setting up a low-budget series of music events. It may take some time to build up a loyal following but she believes people will definitely come.</p> <p>Kim - Asked if the DVVID had plans to work with VPD to assist us in helping make downtown feel safer. She doesn't believe that just putting on events is enough, but that we need assistance from VPD. Kim further stated that she goes downtown at least 3 nights a week and has never felt unsafe. However she understands that families with small children may feel that way and, therefore, working with VPD would help us change the messaging that Downtown is unsafe.</p> <p>Leslie - believes there may be some misconception in the statement that the downtown is unsafe. She does not feel that way and frequently comes and goes from her business at all hours nor has she ever been deterred from going into town to get something to eat. She believes that the DVVID might need to help with messaging and "rebranding" downtown as a safe place to go.</p> <p>Jason - Clarified that he, himself, does not feel unsafe downtown. He simply stated that he has heard other people say they feel unsafe. We can help change that perception easily by adding</p>	

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		<p>music, lights, etc. to provide a sense of security.</p> <p>Dave - Agreed that it is unfortunate that there is the ambiguous perception that downtown is unsafe. Bringing additional activity to Downtown on Sunday will help because as more people venture out they will be able to see that it is safe downtown.</p> <p>Kathleen - Mentioned that this is one of the areas that the BODs tried to address in the DVBID's Downtown Specific Plan. One of the things we discovered is that for the most part, the people who think downtown is unsafe are the people who don't go downtown.</p> <p>Brooke - Stated that it is the number one rule of the downtown place management playbook - if you want to change the nature of the space you have to activate it. So activation is the key strategy piece. I think it's a great road for us to explore. I do want to interject from a staffing perspective, my staff is already working Friday nights, Saturday mornings, and so bringing my staff on for Sundays, we'll have to talk as a Board on how we want to handle that. She also reminded everyone that there is a stage down in TownSquare, where in the past, DVBID had Wednesday music, Saturday music, music all the time in Town Square. Brooke agreed that we can talk about resurrecting some of those plans and putting those things back into circulation.</p> <p>Jason - Completely supports bringing more music to</p>	

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		<p>TownSquare. However, Sundays on the bridge would be a specific target that would help to improve our downtown. Jason asked about how much staff would actually be needed. If we just sign an agreement with a musician, band or DJ and as long as we provide the electricity- how much staff would be needed after that?</p> <p>Brooke - From a due diligence insurance perspective, we will probably have to have staff on hand in case there is a problem and something needs to be resolved. At all of our events we do, we always have someone on site who represents the BID. To that end, we would need to have some type of representative; that could be a Board member that volunteers and is onsite.</p> <p>Jason - Offered to be the point-person for the Sunday music on the Bridge.</p> <p>Brooke - Mentioned that Sunday nights are very, very quiet and virtually no businesses are open. In following the playbook of activations, picking a day and time when we have more businesses open might be something to look at. If we are successful in attracting people downtown to enjoy our Sunday night music, what can they actually do? There are no shops open and no other destinations for them to explore.</p> <p>Jason - Stated that part of the activation would be to encourage some of the businesses to be open.</p> <p>Kathleen - Stated that she is very</p>	<p>Brooke will contact Ted to review security and lighting.</p> <p>Any Board Member interested in discussing music on the Bridge for Sunday Nights will sign up to serve on the Promotions Committee.</p> <p>Dave moved to approve having the DV BID partner on this event. Leslie second the motion. A vote was taken. Motion Approved.</p>

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		<p>much in favor of getting Sundays going. Sunday is one of those days that could be very productive for people. It's far enough away from Creekwalk that it wouldn't interfere with that during the summer. If Sunday nights do take off, then she thinks we would see more restaurants and retailers open up.</p> <p>Dean - Asked to bring this idea to a committee.</p> <p>Jason - Volunteered to head the committee.</p> <p>Ted - Suggested that we could also explore moving 1 or 2 of our promotions that we are already doing to Sunday afternoon or evening. He also asked to get more information on lighting and security and it was suggested by Kathleen that he work with Brooke to get the necessary information.</p> <p>Brooke - Mentioned that it is not necessary to form a special committee, but rather to assign it to an existing committee. This type of event would fall under the Promotions Committee.</p> <p>f. <u>Partnership Event Requests:</u> Relay for Life - This is a partnership that will be largely funded by the American Cancer Society. There will be minimal cost to the BID. Our logo will be on all advertising material and we will serve as the event coordinators. The partners are Sandy Esparza and Nancy Vasquez who are very well known in our community. Brooke does not think it would put too much of a burden on her or Maria as Sandy</p>	<p>Brooke will provide a revised budget as she gets more details.</p>

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		<p>and Nancy have a lot of experience planning events. This event should attract a different demographic of people that we may not have seen before at some of our previous events.</p> <p>Leslie - Asked if the costs to the DVBID would be largely staff expense.</p> <p>Brooke - Replied yes because she and Maria would have to be on hand at the event. In addition, Brooke recommends allocating at least \$500 as a contingency but nothing more.</p> <p>Leslie - Stated that this is a great idea for the DVBID to get involved as well as local businesses.</p> <p>Brooke - Agreed and said that she would be reaching out to businesses since this event is centered around building teams to participate and fundraise for the American Cancer Society.</p> <p>Stacy - Asked for confirmation they are not requesting a financial donation, and they are only requesting staffing and our help in sponsoring the event because the event is going to be located at Andrews Park. She also wanted to clarification that the event on June 25th is in fact the relay.</p> <p>Brooke - Confirmed that Stacy's was correct.</p> <p>Stacy - Does not think that we should allocate \$500 since we are donating staff time. Also, she wanted it to be known that if a volunteer member, like herself, could be at the event and we didn't have to pay for staff then we could vote on allocating</p>	

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		<p>money to the event.</p> <p>Brooke - permit fees would be paid for by the funds donated by the American Cancer Society. They have pledged \$5,000, which in the preliminary budget talks will be enough to cover physical implementation of the event: the permit, port-a-potties, staging, music, etc. They have also invited us to sell beer at the event, so we will be able to capture a few thousand dollars in revenue. We will likely come out ahead.</p>	
9. Committee Reports	Brooke	<p>Committee Sign Ups were requested. Our committees are based on the Main Street Approach. Our goal is to streamline the time when these committees meet. Example: if you Chair a committee, you set the meeting schedule to something like the 3rd Wednesday of every month at 12pm. This way, everyone knows that "X" Committee will always meet at that time. Committee service is strictly voluntary and is not required.</p>	<p>BODs will sign-up via the chat in this meeting, Email, or phone call.</p>
10. Board Business	Dean	NONE	
11. The "Big Four" Partner Reports	<p>City of Vacaville</p> <p>Tim Padden</p>	<p>Tim - The priority right now is finalizing the cost of the Fee for Service Agreement.</p> <ul style="list-style-type: none"> ● <i>Shop Local</i> - Continuing to promote this program and we are encouraging businesses to still sign-up. The program is FREE. The Small Business Development Center of Solano County is helping with our onboarding efforts. The program will stay up for 3 years. Go to shoplocal.com for more information or to sign-up. ● <i>Beer 40</i> - Pending Council approval, the City will enter 	

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	Tyra Hays	<p>into a Right to Negotiate with Beer 40 for the property at E. Monte Vista and Dobbins that they have been leasing for the last 2 years. City has satisfied the State's requirement of the Surplus Land Act process, which is a state regulation that any City owned property must be first made available to affordable housing. We were required to list the property with the State Department of Housing Community Development for 60 days and if, during that period of time, no one from the Affordable Housing pursues that property, then the City is free to enter into an agreement with any interested party. We will be going to Council for approval in February to allow Beer 40 to purchase the property.</p> <ul style="list-style-type: none"> ● <i>East Main Project</i> - Brooke and Tim will be meeting with Jeb Elmore who is the point of contact for the developer with Lewis Communities. Lewis Communities is now the developer for the East Main Project. The meeting is scheduled for February 15th. Our objective is to share the vision of downtown Vacaville from the perspective of the City and the BID. This will be one of the biggest projects for Downtown Vacaville. ● Expressed that everything discussed is directly in line with the Downtown Specific Plan. After the adoption of the Plan, we can begin the process of identifying the work priorities. The City council will consider the adoption of the Downtown 	

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		staff time to hang the banners.	
	Chamber of Commerce	<p>Debbie Egidio -</p> <ul style="list-style-type: none"> • Thanked Erin Morris for being the presenter at the Chamber's Business Forum re: Downtown Specific Plan. The meeting was recorded and is available on the Chamber's Facebook Live. • The Restaurant Alliance Meetings are on the 3rd Wednesday of every month at 2pm. The next one will be held at Mäksē on 1/19. • The Employee of the Year Luncheon was postponed due to COVID. It has been rescheduled to March 30th. Nominations have closed. • Movers and Shakers Breakfast Summit will be 3/2 at the Opera House. This will be our State of City Address that will be presented by our Mayor and City Manager. Many of our elected officials attend as well. It is usually a sellout. Tickets will be made available soon. • Member Calendar - All Chamber members, including the DV BID are able to post their events on the Chambers' Member Calendar to help promote your events. 	
	Visit Vacaville	Rosa Trevizo - Restaurant Week will be Jan. 21st -30th. There are approximately 20 restaurants in total participating, with approx 5 in the downtown area. It's not too late to register, so if there are any other restaurants interested, please have them contact Rosa at Visit Vacaville.	
12. Out and About/Discussion from the	Brooke	Events Calendar - If you have any questions, comments or suggestions please send them to Brooke.	Brooke will include the Events Calendar on

Item	Speaker	Discussion	Action Taken
Floor		<p>Jason - Asked if we have enough locations for the Love Stroll.</p> <p>Maria - We have 8 locations but are seeking more. Ticket sales are off to a slow start but Brooke has said that that is typical for our Strolls. We are engaging in a Marketing and Promotion campaign this week, which will hopefully increase ticket sales. Window Posters, Event Flyers will be going out in the Downtown area. Social Media posts will highlight each open house to give them special recognition for being an Open House Location. We will be taking precautions at the Stroll, whereby we will develop two different routes to create separation among the strollers. To date, we have sold 4 VIP tickets and 12 regular tickets.</p> <p>Brooke - Assured everyone that this is completely normal for our strolls. Most of the tickets get sold the last week to 10 days out. As we ramp up and people start seeing the media buys and we boost the Facebook event, we will begin to see more tickets sold. We are a sellout at 250 and Brooke feels confident we will get there.</p> <p>Ted Asked if participating merchants can sell 5 tickets each? Brooke - Said she could make tickets and give them to Ted to sell</p>	<p>February's agenda.</p> <p>Maria and Brooke to get Ted some tickets.</p>
13. Next Meeting		Tuesday, February 15, 2022 8:00am	
14. Adjourn	Dean		Meeting was adjourned.