



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

313 Parker Street, Vacaville, CA 95688  
707-451-2100 [www.DowntownVacaville.com](http://www.DowntownVacaville.com)

**Downtown Vacaville Business Improvement District  
BOARD OF DIRECTORS MEETING  
Tuesday, April 19, 2022, 8:00am  
Via Zoom Call**

**MINUTES**

**MEMBERS PRESENT:** Ralph Berumen, Jason Diavatis, Kia Lutte, Sherie Mahlberg, Dave McCallum, Ted Neima, Kathleen Ramos, Lia Rivera, Dean Roberts, Kim Robinson, Stacy Schutte, Leslie Silver, Matt Taynton, Morne Van Staden

**MEMBERS ABSENT:** Paul Pratt, Marianna Schiavone

**GUESTS** - City of Vacaville: Tim Padden, Tyra Hays

**GUESTS** - Debbie Egidio (Chamber) Rosa Trevizo (Visit Vacaville), Stevie Gomez (Reporter), Maria Brana (KUIIC), Chandra Crowley (Your Town Monthly), Nancy Lewandowski (Daily Republic), Ed Pardini, Sandra Over, Jon Edwards

**STAFF:** Maria Alemany (DVBID)

Item	Speaker	Discussion	Action Taken
1. Call to Order			Meeting called to order by Dean.
2. Roll Call ( BOD & Guests)			Roll call was taken.
3. Approval of the Agenda	Dean		Ted Neima motioned to approve the agenda, Kathleen Ramos second the motion. Agenda approved.
4. Consent Calendar	Dean	a. March 15, 2022 Meeting Minutes	Ted motioned to

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			approve the minutes, Kia second the motion. Minutes approved.
5. Treasurer's Report	Kathleen	<p><b>a. P&amp;L, Balance Sheet, BID Fee Report</b></p> <p>Kathleen shared the P&amp;L Statements. Reported that normally we would provide the Year-to-Date financials, however, it is not available for this meeting. Confirmed that the DVBID does have funds in the bank and that we are sustaining our operations. We are looking forward to next month when we should start collecting Fees again.</p> <p>There were a number of purchases in small amounts that were made primarily to make our office more efficient.</p> <p>Reported that her husband, Steve Ramos, is donating his time to review and make suggestions on improving our current systems. We have been able to identify a number of services that we no longer need and/or can reduce usage, which will help offset the cost associated with getting a faster internet service through Comcast.</p> <p>Kathleen commented that she will likely ask Ted Neima for help with the Treasurer's report in the future.</p> <p>TED agreed to assist Kathleen with the financials and commented that Steve Ramos has also done various physical improvements to the office as well.</p>	

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		<p>Stacy commented that Steve’s improvements have also helped with security of what is being shared on the office computers; whereby there are no shared passwords anymore with the use of Last Pass.</p>	
<p>6. Board President Report</p>	<p>Dean</p>	<p><b>a. City Council Meeting (4/12) Results</b></p> <p>City Council approved \$65,000 to be issued to DVBID to be allocated as follows: \$25,000 Executive Recruitment, \$25,000 Advance, &amp; \$15,000 Farmers’ Market Manager.</p> <p>On April 21st, the Advisory Board will be hearing presentations from Smart Growth America and Search Wide Global to help us create a job description and identify the best recruitment efforts for the new Executive Director.</p> <p><b>b. 2022 City of Vacaville Management Agreement Update</b></p> <p>The Advisory Board plans to go before the City Council again on the second meeting in May to secure the new Management Agreement.</p> <p>Ted - Commented that he and Matt also attended the City Council Meeting. He further clarified that the \$25,000 for the Executive Recruitment does not have to be paid back. The City is paying for the executive recruitment expenses. Ted also informed the Board Members that the Mayor made a comment that he would like for City personnel to take a “back seat”</p>	

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		<p>when it comes to the DVVID's operations.</p> <p>Ted quoted the legislative statute as follows:</p> <p>"Assembly Bill 944 - Section 16, 366.50 the owners association shall cause to be prepared for a report for each fiscal year sub b #2 of the improvements and activities to be provided for that fiscal year."</p> <p>Ted - "In my opinion when we look at the statute, and then when we also look at the state's office of innovative program delivery, it states that DVVID should be managed by nonprofit groups of stakeholders their services which vary depending on the type of the DVVID. Both the interpretation of the state innovative program delivery and the original statute in a way kinda bifurcate responsibilities attended to the DVVID. Of course the DVVID has to submit this report to the County and get their approval and tweaks each year for any financial assistance and to have their concurrence."</p> <p><b>c. Property Owners' Meeting Recap</b></p> <p>Our first Property Owners' Meeting was very successful. The City provided updates and reported on various projects affecting the Downtown area. We look forward to hosting these meetings quarterly. Dean thanked Morne for hosting the Meeting at Journey Downtown.</p>	

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7. Executive Director's Report	Maria	<p><b>Farmers' Market</b> A Farmers' Market Manager, Randi Bolton, was hired on April 1st.</p> <p>We have confirmed 11 farmers and producers, 9 packaged food sellers, 2 food trucks and 6 sellers of handmade products. We are still looking for vendors who sell beef, fish, bread, and olive oil. We are also looking for a winemaker and someone who sells cheese.</p> <p>We've started our marketing campaign with press releases and have received positive responses. Another press release will go out on May 8th announcing our Grand Opening on May 14th.</p> <p>We will be creating a Farmers' Market Newsletter with the purpose of spotlighting our Farmers, Producers and other Sellers. The Newsletter will be posted on the Farmers Market website.</p> <p>We are working on a new Instagram Page. We have updated the Farmers' Market Website and linked all of our sellers' images back to their respective websites or social media pages.</p> <p>We hope to have the officers of FFA at our Ribbon Cutting but if they are not available, we will ask our current farmers to assist with the ribbon cutting.</p> <p>Zinger Ranch will be there with a few animals because May 14th is the 2nd Saturday of the month and Parks &amp; Rec will be out there with their activity booth too. We want to</p>	

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		<p>create an environment to encourage parents to stay longer with their kids.</p> <p>We have invited Will C. Wood Drumline to perform. School of Rock has a prior commitment on May 14th so we invited Live Music Center to perform. They have agreed to perform free of charge.</p> <p>Lastly, we are seeking donations for our Opening Day Raffle.</p> <p><b><u>Vaca de Mayo</u></b></p> <p>We've decided to move forward with this event because there is a lot of support from Los Reyes, Sandra Over, Visit Vacaville and the Solano Hispanic Chamber. Minimal time commitment is being required on my part but I am assisting with marketing the event on the website, in Your Town Monthly and through social media. The event is scheduled for Saturday, May 7th from 11am - 6pm.</p> <p><b><u>Piano Students</u></b></p> <p>On April 30th, a group of piano students will perform in Town Square. They were scheduled to perform during Main Street Bazaar but since that was cancelled, we decided to let the students still perform from 9am - noon.</p> <p><b><u>Creekwalk</u></b></p> <p>First Concert is June 10th. We are still working with Markstein to work out the beer trailer rental. We are looking for members who can</p>	

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		<p>commit to volunteering at least 3 events. There will be a TIPS training for those volunteers on April 28th at the Chamber's office from 6pm-8pm. Ralph Beruman explained that the training includes how to pour beer and check IDs to ensure we are in compliance with ABC. Members were encouraged to get trained. The cost is \$22.</p> <p>We are seeking shift captains to ensure the beer is being served efficiently. We are hopeful that we will be able to sell 2-3 times more beer this year by making a few changes at the POS system.</p> <p><b><u>Downtown Happenings</u></b></p> <p>Members were encouraged to submit any restaurant or instore promotions to Maria so that she can create a one-page flyer to be shared weekly with people who have opted to receive event information from us via email. There are approximately 3,200 people in that database.</p> <p>Leslie Silver shared her concern that sometimes things get overlooked on email and Instagram. She wanted to know if there was some type of landing page for this information to be sent to.</p> <p>Maria shared that all events/bands/special occasions can be entered into Google Calendar and that is automatically updated on the DVBID website's Events Page. Maria needs the information to be sent to her so she can input it into the calendar.</p> <p>Kim Robinson suggested making a</p>	

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		<p>tutorial video showing where the Events Calendar is located on the Website and how it can benefit our businesses downtown.</p> <p>Ted said that there are still some people who prefer a flyer instead of going to Facebook or Instagram. He suggested that maybe we print flyers and he would give them to his customers.</p> <p>Leslie suggested creating a QR code that takes you directly to our Events Page. We could post that QR code at all of the Downtown Businesses.</p> <p>Kathleen reported that we were not able to gain access the old Farmers Market Facebook page so we had to create a new one. The new one is "The Vacaville Farmers Market." She encouraged all members to like and follow our new Facebook page. Maria said that we have asked all Farmers to follow our page and in turn we are also following their pages so we can cross promote each other. Kathleen also stated that the old Facebook page was still active so make sure that you are on the new one.</p> <p>Rosa with Visit Vacaville stated that they have a calendar on their website page that anyone can enter their event into and encouraged the members to use it as well.</p> <p>Maria also informed the members that there is a Grand Opening of Vio's Handcrafted Pastries at 313 Main Street on Saturday (4/23). They are also having a soft opening</p>	<p>Maria to cost out the price for creating window clings with a QR code.</p> <p>Maria to send out an email regarding the opening of Vio's.</p>

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		on Friday (4/22) and all downtown businesses are invited to attend.	
8. Committee Reports	Organization  Economic Vitality  Design Committee  Promotions Committee	No Report  No Report  Ted asked if Dean would be the Chair of the Design Committee; Dean is not available to chair the committee so Ted will organize the first meeting and a Chair can be selected at that meeting.  No Report	
9. Big Four Partner Reports	City of Vacaville	<p><b>Tyra Hays -</b> Erin Morris, Director of Community Development, will be going before the City Council to make recommendations in terms of the “quick win” implementation tasks sometime next month. These items will include: lighting, signage, and possibly trash enclosures. The exact council meeting date has not been decided yet.</p> <p><b>Tim Padden -</b> Thanked everyone who attended last week’s City Council Meeting. The City has given an advance of \$40K. The remaining \$25K goes to pay for the executive recruitment. The city is paying for the recruitment effort to hire a new Executive Director for the BID. The \$40K is not a loan or a grant, it is simply an advance of funds. Tim encouraged all members to review the Staff Report and specifically the attachment that he</p>	

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		<p>provided in the chat. It contains the goals and activities that the City feels the BID and the City should be working on together over the next few years.</p> <p>The goals and activities come from three different sources: The Downtown Specific Plan, The City Council's Strategic Plan that was adopted last year, and the Covid19 Recovery Strategy which is a 3-year plan to address the negative impact associated with of Covid 19. City Staff identified a few key areas that the BID could assist the City on for the next few years as part of the Fee For Service Agreement.</p> <p>Tim is working with Maria to finalize the Right of Entry Agreement for the Farmers' Market.</p> <p>In addition, Tim is assisting with the recruitment efforts for the new Executive Director. He confirmed that two separate companies are being interviewed, one to develop the job description while the other is an expert in national recruitment efforts. The entire process to find an Executive Director is expected to last a minimum of 4 months.</p> <p>Beer 40 - We will go before Council likely on May 10th for the Beer 40 Exclusive right to Negotiate Agreement to sell them the property on E. Monte Vista and Dobbins. Once the approval is given to us from the State, we can go to Council. Beer 40 has agreed to purchase the property for Fair-Market Value and the City has agreed to sell it to them for that.</p>	

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		<p>Beer 40 is expected to own the property by August.</p> <p>Finally, we are expecting to go in front of Council in late May or early June to finalize the Management Agreement between the City and DVVID.</p> <p>Dean added that the City has put in a considerable amount of money into infrastructure for multiple improvements/repairs in and around Downtown. He also reported that the pilot tree lighting program at Makse has received very positive responses so they will continue to move forward with installing more lights as well as replacing/repairing street lamps with lights that shine downward.</p>	
	Chamber of Commerce	<p><b>Debbie Egidio -</b></p> <p>The Chamber is starting a new learning series on the first Monday of every month, called "Knowledge at Noon". The first one is May 4th. Free for members, \$30 non-members. The first session is on recruiting. June's meeting will focus on keeping employees.</p> <p>A Cinco de Mayo celebration will be held in the Chamber's courtyard.</p> <p>Next Month's Business Forum - May 11th, Topic will be 700 Parc on Main. The developers will be presenting.</p> <p>Travis Air Force Base will be hosting an Air Show on May 14th and May 15th. Google Wings over Solano or Travis Air Show for all the details.</p>	

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	Visit Vacaville	<p><b>Rosa Trevizo</b></p> <p>The Annual Tourism Breakfast is May 4th from 8:00am -11:00am at Makse Restaurant. Tickets are still available through the website or by calling Rosa directly.</p> <p>Visit Vacaville will be launching the first ever "Taco Trail" from May thru August. Several restaurants have signed up to participate. Diners can do the trail and win prizes.</p>	
10. Open Discussion	<p>Ralph</p> <p>Ted</p> <p>Maria</p> <p>Kathleen</p>	<p>Fiesta Days is selling tickets to a Kick-Off BBQ with live music on May 23rd at Andrews Park. Tickets are \$65 and includes a giant ribeye, baked potato and salad. Call Ralph to purchase your tickets.</p> <p>Asked if the BOD's meeting could be held in person again. Dean offered the church as a meeting place.</p> <p>Thanked Maria Brana, Stevie Gomez, Nancy Lewandowski, Chandra Crowley, Sandra Over and Ralph Berumen for all their help.</p> <p>Mentioned that there are plenty of volunteer opportunities to help the BID, including shredding papers and cleaning out the BID office. Several people volunteered to help in the chat room.</p>	<p>Bring to the BODs in May for a decision.</p> <p>Maria to organize a clean-up day and schedule volunteers.</p>
11. Next Meeting		June 21, 2022	
12. Adjourn			Meeting was adjourned.

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