



**DBA Meeting Agenda
Tuesday, March 7, 2017
Senate Building meeting space, 3rd floor
8:30AM – 10:30AM**

The purpose for which this Association is formed is to promote, foster, and encourage downtown business and to act as an advocate on issues that affect downtown business.

Call to Order

Approval of Minutes of Last Meeting

Public Participation on Non-Agenda Items

President's Report

- Marketing study with Travel Juneau
- Funding request to Rorie

Today's Business:

- Main Street Next Steps:
 - City Funding Request [attached]
 - Committee projects/structure [example attached]
 - Revised Main Street Report as an FYI [attached]
 - Main Street Annual Conference, May 1-3 in Pittsburgh-- \$495
- DBA board retreat
 - Fall or April
- Government affairs committee
- 2017 JEDC Contract
- Cruise Ship tax exemption position

Old Business

- Paths of Travel study - new cross walk?
- Alaska Business Monthly
- Private security for downtown
- Pull tabs

Reports:

1. Treasurer's Report -- *every quarter*
 - Treasurer: Colleen Goldrich
 - Working on 2017 Budget



2. Committee Reports:

- Membership Committee—Chair: Nathaniel Dye
Meets every first Monday of the month at 10AM
- Marketing Committee – Co-Chairs: Pat Race & Collette Costa
Meets last Wednesday of every month at 4:30PM at Senate Building, third floor
 - Marketing Committee report by Pat Race
 - We need a DBA fundraiser [Oscar night party? Swagger?]
 - Restaurant Week report by Dana Herndon

Map timeline is:

- 1st Draft to DBA: February 20th
 - Revision and Recruitment Period: Feb. 20 – 28
 - 2nd Draft Due: March 1st
 - Pat Traveling: March 2 – 5
 - DBA Board meeting : March 7
 - Final Draft to printers: March 13
 - Printing period: 4-6 weeks estimated
 - Delivery: April 10-24th
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- Infrastructure Committee – Chair: Reecia Wilson
Meets the second Friday of every month at 4:30PM at the Hangar on the Wharf

3. Liaison Reports:

- Assembly
- Juneau Economic Development Council
- Alaska Committee

Next regular board meeting – *Tuesday, April 4th*

Meeting Adjournment



CURRENT MEMBERS

Name	Dues	Map Ad Extended List	Map Addl Location
Ad Lib_	250.00		
Adventure Flow, LLC	250.00		
Alaska Cache Liquor, Inc	250.00	339.00	
Alaska Juneau Mining Co.	250.00		
Alaska Knifeworks			
Alaska Laundry_	250.00		
Alaska Red Dog Saloon	250.00		
Alaska USA Federal Credit Union	250.00	339.00	
Alaska Vision Center	250.00		
Alaskan Brewing Co	250.00	339.00	100.00
Alaskan Hotel & Bar*	250.00	339.00	
Alpaca International	250.00		
Altman Rogers & Company	250.00		
Annie Kaill's*	250.00	339.00	
Aurora Projekt	250.00		100.00
Barnaby Brewing Company	250.00		
Bear's Lair	250.00	339.00	
Ben Franklin*	250.00		
Boheme	250.00		
Bullwinkles	250.00		
Bustin' Out Boutique	250.00		
Capital Barbershop	250.00		
Celebrity Jewelers	250.00		100.00
Changing Tides LLC	250.00		
Coppa	250.00	339.00	
Corvus Design	100.00		
Corvus Design	100.00		
Cycle Alaska*	250.00		
Delta Western	250.00		
Diamonds International of Alaska, LTD.	250.00	339.00	
Diamonds International of Alaska, LTD.:Tanzanite International	250.00	339.00	
Downtown Dames Resale Shop	250.00	339.00	
Driftwood Hotel	250.00		
Dynamic Consulting	250.00		
El Sombrero, Inc.	250.00		
Fiddleheads and Ferns, LLC	250.00	339.00	
First Bank	250.00	339.00	
First National Bank	250.00		
Flight Deck	250.00		
Foggy Mountain Shop	250.00		
GCI Communications	250.00		
Glacier Salt Cave	250.00	339.00	
Goldbelt/Mt Roberts Tram	250.00	339.00	200.00
Goldstein Building	250.00		
Goldtown Nickelodeon	250.00		



Gross Alaska	250.00		
Hearthside Books*	250.00	339.00	
Heritage Coffee Company	250.00	339.00	300.00
Hickok's Trading Post	250.00		
Jade Juneau	250.00	339.00	
Jared Lee, DDS	250.00		
Jewel Box	250.00		
Jeweler's Int'l	250.00		
Juneau's Imagination Station	250.00	339.00	
Juneau Artists Gallery*	250.00	339.00	
Juneau Arts & Humanities Council*	150.00		
Juneau Drug Company	250.00	339.00	
Juneau Economic Development Council	150.00		
Juneau Food Tours	250.00		
Juno Froyo	250.00	339.00	
Kindred Post	250.00	339.00	
Kristin Cox Naturopath	150.00		
LUCID REVERIE LLC / Alaska Robotics	250.00		
Lucky Lady Pub	250.00		
Mac Ventures, LLC - Downtown McGivney's	250.00		
Marine Exchange of Alaska	250.00		
Marine View Center	250.00		
MRV Architects, PC	100.00		
Northwind Architects, LLC	250.00		
Pretty Please LLC	250.00		
Princess Cruises	250.00		
Pureland Aromas	100.00		
Rainbow Foods_C	250.00		
Rainforest Farms	250.00		
Rainy Retreat Books	250.00		
REACH dba Canvas, Art Studio and Gallery	150.00	339.00	
Reuben Willis State Farm	250.00		
Rufus K Page	250.00		
Sandpiper Cafe	250.00	339.00	
Sealaska Heritage Institute	150.00	339.00	
Seaside Yarns	250.00	339.00	
Senate Properties*	250.00	339.00	
Shattuck & Grummet Insurance	250.00		
Shoefly, Inc	250.00	339.00	
Silverbow Inn*	250.00	339.00	
Southeast Communications Services	250.00		
Tailwind, Inc. dba:Hangar on the Wharf	250.00		
Tailwind, Inc. dba:Merchant's Wharf	250.00		
Tailwind, Inc. dba:Pizzeria Roma	250.00		
The Coconut Thai Cuisine	250.00		
The Fireweed Factory	250.00		
The Glory Hole	150.00		
Timberwolf Ventures, Inc.:Alaska Shirt Company	250.00	339.00	
Timberwolf Ventures, Inc.:Trove	250.00	339.00	
Treetop Tees and Tours	250.00		



Triangle Club Inc	250.00	339.00	
Tripp Corporation: Mt Juneau Trading Post	250.00	339.00	
Up the Creek, Inc. Twisted Fish	250.00		
Viking Lounge	250.00	339.00	
Wings Airways & Taku Lodge	250.00	339.00	100.00
Wolfpack Ventures, LLC dba SALT	250.00	339.00	
YC Juneau Hotel, LLC dba Westmark Baranof	250.00		
	<u>24,050.00</u>	<u>12,204.00</u>	900.00
P&L Income	<u>24,050.00</u>	<u>13,104.00</u>	
Members Listed	101.00	36.00	6.00
Total Income	37,154.00		



DBA Meeting Minutes
Tuesday, February 7, 2017
Senate Building meeting space, 3rd floor
8:30AM – 10:30AM

The purpose for which this Association is formed is to promote, foster, and encourage downtown business and to act as an advocate on issues that affect downtown business.

Call to Order at 8:31AM.

Board Members Present: Jill Ramiel, Eric Forst, Dana Gunderson, Nathaniel Dye, Colleen Goldrich, Midgi Moore, Sydney Mitchell, Mark Ridgeway

Board members not present: Jaysen Katasse

Others present: Loren Jones, Brian Holst, Dana Herndon

Approval of Minutes of Last Meeting -- approved

Public Participation on Non-Agenda Items -- Pat Race said that when the Board takes a political stance [he was referring to the no-camping ordinance], it makes it harder to recruit members when the issue is so divisive. Jill Ramiel asked if he had an example of a potential member that didn't want to join because of the Board's stance and he didn't have one.

President's Report

Jill says that despite our experience with Kathy, the Main Street program is a good program to take on.

- Meeting with Rorie Watt on Main Street and if we could count on city support in the future
- Meeting with Loren Jones and he told us what the process was and recommended that we have a meeting with Jesse.
- Spoke with Bob Store who is on the board of the community Juneau foundation. Asked for \$25k but it's unlikely.
- Meeting with Delta Western. Met with Steve Ricci and asked him about funding. He said that there is a likely corporate donation of \$1,000.

We have a March 1 deadline to submit a report to the Assembly for funding consideration. Sydney asked what that plan consists of. Loren says that it needs to be a multi-year plan. The funding sources need to be outlined. The closer we get to April 1 then the harder it is to fit it in. Meeting with Jesse is essential because we can then get the timing right. Loren recommends \$75k the first year and maybe \$50k the second year. This gives us some



leeway in fundraising.

Last night [2/6] was a Committee of the Whole meeting with Docks and Harbors and one of the things that came up was how Main Street fit in with current plans. There are a lot of plans that focus on the waterfront, Willoughby District, etc. so it's suggested that DBA focus inland or the "area in the middle." He recommends paying close attention to what D&H will be doing because it will affect downtown.

Jill Ramiel recommends that the Infrastructure committee and Docks & Harbors should be aware of each other's projects.

Eric Forst wants to let everyone know that Chamber is starting to focus more on downtown. Chamber plans to take a position on the no-camping ordinance and Chamber to be coordinated with DBA "to not step on any toes". He suggests that the two organizations get together, and maybe the Alaska Committee too. Eric mentions that Staffers are asking to move because they feel unsafe in downtown. Chamber is getting together tomorrow AM at the Senate Building, third floor, at 8:30AM.

Eric and KTOO reporter Jacob Resneck will be talking about the no-camping ordinance. Eric Forst said that he will make it clear that the Board's stance doesn't reflect all of DBA membership.

Sydney Mitchell- how do we navigate this position based on what Pat brought up? We should be clear that the DBA Board is not elected. The DBA Board is in agreement but there has not been a vote amongst the members. We can have Dana send a Doodle poll and see what membership thinks and indicate that it's URGENT - Respond today. Wasn't easy for the board, we know it's a divisive issue, but we took this stance.

Eric Forst- believes that we need to get a handle on it because this could be a turning point downtown. This is a long-term problem - and multiple things need to happen but we can't wait for all the major solutions to happen before doing anything.

Sydney Mitchell- would feel more comfortable doing the doodle poll in advance of taking a stance. Consider that when we craft our position.

Nathaniel Dye-- maybe say that we support this ordinance but we also support a year-round campground. In the same breath - yes we support the mayor's ordinance but we also support XXXX.

Nathaniel Dye said he would take on crafting doodle poll questions for the membership survey. After some back and forth it was decided that creating doodle polls similar to the example below would be useful in the future before the Board takes a stance.

The DBA Board would like to poll membership to help clarify its stance on the proposed camping ordinance. Please see the original letter attached {ATTACH LETTER}



- *Do you support the proposed camping ordinance on private property?*
- *Do you think the current homeless population has grown or changed for the negative?*
- *Do you think the current social environment in downtown negatively affects your business?*

Eric Forst said he would love to have the board be elected but we don't have the membership that wants to be on the board.

ACTION –Dana to send reminder out to Membership today for marketing meeting on the 9th.

Today's Business:

- Main Street Next Steps [discussed in President's Report, above]
- Map & Guidebook update [in membership and marketing update, below]
- Sherwin-Williams – Eric Forst

Eric Forst said that Valley Paint got upset that we didn't reach out to any local businesses before broadcasting the Sherwin-Williams deal to members. He said next time we take the deal to Valley Paint and see if he can match it.

ACTION – marketing committee to establish email guidelines and how to use the membership database. Do we want to do paid advertising on our newsletters and do we want to have it on our website too?

- Alaska Business Monthly magazine

Jill Ramiel thinks that we should send monthly updates to Alaska Business Monthly to get coverage on all the activities that occur downtown. Maybe we send them a list every month about what's going on.

ACTION -- Midgi Moore said she would find the contact and find the deadlines. Perhaps we can do a monthly press release.

- New Board Member Introduction

Skipped. New Board member, Jaysen Katasse, couldn't make the meeting.

Old Business

- Greg Capito letter [attached]

Nathaniel Dye– a possible solution would be similar to Anchorage's BID. Maybe come up with a membership based security program and have a contract with Goldbelt and we can do our own little private enforcement.



Eric Forst – what about hiring retired police officers.

Sydney Mitchell– this is a good way for us to get funding from the city/other organizations because people are in support of this issue.

ACTION – Midgi will reach out to Gold Belt and see if they're interested and what their price structure is. When we have more information on that then we can build a program. Twice a day or three times a day. 6-9AM and 3-7PM and a late evening.

- Pull Tabs - Eric Forst asks people all the time but it's difficult to lock something in because of the paperwork involved and bar owners are set in their pull-tab ways.

Reports:

1. Treasurer's Report -- *every quarter*
 - Treasurer: Colleen Goldrich
 - Budget input document [attached]
2. Committee Reports:
 - Membership Committee—Chair: Nathaniel Dye
Meets every first Monday of the month at 10AM
 - 2017 Membership: 97; 20 new businesses
 - 2017 Guidebook Listings sold: 37

Once we have the map then we should try to find 4-5 people and assign the board to recruit more members.

- Marketing Committee – Co-Chairs: Sydney Mitchell, Pat Race, Collette Costa
Meets last Wednesday of every month at 4:30PM at Senate Building, third floor
 - Marketing Committee report by Pat Race

We established a timeline for map completion. Map timeline is:

- 1st Draft to DBA: February 20th
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Meets the second Friday of every month at 4:30PM at the Hangar on the Wharf



ACTION – Dana Herndon to remind membership about the Front/Franklin construction.

Liaison Reports:

- Assembly

The 2/13 is the vote on the no-camping ordinance. There will not be public testimony. Just the decision. D&H planning efforts – Feb. 13th at the Yacht Club is another discussion about what they’ve come up with. The 15th will be a public meeting. The preferred plan at this point calls for a lot of “stuff”. Might be the yacht club at Bridge Park – might also mean moving the grid out of Harris Harbor. It’s important to look at. They’re also looking at could they connect Harris and Aurora without going out to Egan drive like you have to do now.

- Juneau Economic Development Council

Innovation Summit – big shift this year and hope that people can come out. We’re focusing on entrepreneurship. Fun opportunity to advance some of your ideas. Pitch Contest. Giant facilitated workshop that are facilitating an Innovation Lab that’s a glimpse into a start-up weekend. The point is to try to encourage start-ups here in Juneau. Alaska Innovators Hall of Fame – free portion. Enterprise car-share will be coming and sharing about their program.

JEDC is a voting member of the Alaska committee.

ACTION – Add Brian as an Alaska Committee liaison on the next agenda.

Next regular board meeting – Tuesday, March 7

Meeting Adjournment

Meeting adjourned at 10:23AM.



Summary of Request

The Downtown Business Association is seeking \$50,000 in funds for the upcoming fiscal year from the City & Borough of Juneau as a match to private contributions. This will help the DBA continue their efforts of becoming an accredited Main Street America city by 2020. According to this national program, government contributes between 30%-50% of the budget and the rest from private sources, including: membership, corporate sponsorship, grants, and fundraising.

According to our Main Street facilitator, a city of this size would have a budget between \$100,000- \$200,000. The DBA intends to continue its work within the Juneau Economic Development Council, with an expected savings of approximately \$50,000.

This investment from the City will see the following results:

- Increased sales tax
- Maintaining high property value
- Supporting Juneau's tourist economy
- Enhancing Juneau as Alaska's Capital City
- Improving the quality of life for all its residents

These new funds will be used on increased staff time to strategically implement the work of our volunteer committees that work within the Main Street approach of Design, Promotion, Economic Vitality and Organization.

2016 Successes:

- Designed and implemented Juneau's first ever Downtown Restaurant Week
- Held a community outreach meeting with over 90 participants
- Produced downtown's first ever visitor guidebook
- Coordinated downtown winter promotions activities that engaged more businesses and attracted more people downtown
- Collaborated with the JAHK to improve First Friday experience
- Orchestrated downtown's first ever PokeMob
- Increased DBA membership by 40%



Background:

The Main Street Approach

A. Identify the Community Vision for Success

The Main Street Approach begins with creating a vision for success on Main Street. Main Street promotes a community-driven process that brings diverse stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process. This essential step provides a foundation for outlining the community’s own identity, expectations, and ideals while confirming real and perceived perceptions, needs and opportunities. It also ensures that the vision is a true reflection of the diversity of the community. Whatever the vision, the goal is holistic transformation of Main Street, accompanied by rigorous outcome measurement to demonstrate results.

B. Create Community Transformation Strategies

A vision of success alone is not enough. Communities must work together to identify key strategies, known as **Community Transformation Strategies** that will provide a clear sense of priorities and direction for the revitalization efforts. Typically, communities will address two to three Community Transformation Strategies that are needed to help reach a community vision. These strategies will focus on both long and short-term actions that will move a community closer to achieving its goals.

For example, if a Main Street decides that “aging in place” is a critical element of its community vision, the organization would develop a series of Community Transformation Strategies to help realize that vision. A short-term strategy could be to implement a special senior discount at cooperating businesses. A longer-term strategy could be to partner with other advocacy groups and the Department of Transportation to encourage Transit Oriented Development in the district.

Work on these strategies would align with the four key areas Main Streets have been using as a guiding framework for over 35 years: Economic Vitality, Promotion, Design, and Organization, known collectively as the Main Street Four Points.





Economic Vitality: Revitalizing a downtown district requires focusing on the underlying Economic Vitality of the district. This work is rooted in a commitment to making the most of a community's unique sense of place and existing historic assets, harnessing local economic opportunity and creating a supportive business environment for small business owners and the growing scores of entrepreneurs, innovators, and localists alike. With the nation-wide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.

Promotion: Promoting Main Street takes many forms, but the ultimate goal is to position the downtown as the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics. This can be done through highlighting cultural traditions, celebrating and preserving important architecture and history, encouraging local businesses to market cooperatively, offering coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.

Design: A focus on Design supports a community's transformation by enhancing the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Main Streets enhance their appeal to residents and visitors alike with attention to public space through the creation of pedestrian friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently-designed buildings, transit oriented development, and much more.

Organization: A strong organizational foundation is key for a sustainable Main Street revitalization effort. The focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement the Community Transformative Strategies. Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in downtown. This will allow the Main Street revitalization program to provide effective, ongoing management and advocacy of the commercial district. Diverse groups from the public and private sectors (city, property owners, bankers, business owners, community leaders, and others) must work together to create and maintain a successful program.

CHALLENGES

- The DBA is a volunteer-driven organization, with help available from Dana Herndon of the JEDC. Volunteers are donating a lot of time to the overall improvement and promotion of downtown but they are restricted in the number of projects that can be taken on due to limitations on resources (people and money). Some feel that the DBA may not be able to keep up the pace of its work, or to stimulate greater growth of the economy without creating a downtown management position.



- Funding for the position of a downtown manager is not currently available. A campaign to raise the funds would need to be conducted.
- The DBA has been promotionally focused and to also take on other broader economic development tasks may need additional skills from the board and any potential staff hired.
- There are some storefronts that are closed in the tourist off-season, making downtown look less than vibrant – and providing fewer reasons for people to come downtown.
- As cruise ships disembark, they first encounter businesses owned by the cruise lines, and then they make their way up into the heart of downtown Juneau. Attracting tourist to come all the way into downtown can be a challenge.
- Some people feel downtown is unsafe (with patrons from bars coming out on to the sidewalk - some smoking).
- Businesses felt a better connection should be made to residents throughout the area, that those in other neighborhoods don't feel compelled to shop downtown.
- Housing used by high-season workers is not available for housing during the off-season.
- Housing costs are high. There are spaces in downtown in upper stories that could be used for housing but is not. Costs, egress, and risk may be standing in the way of property owners doing upper story development.
- Residents and businesses were also asked what they felt the great liabilities are for downtown and the following Word Cloud shows their responses.

Next Steps – The Pitch for a Main Street/Downtown Director

To succeed in downtown development, the most important tool is having an individual whose job it is every day - to look out for the best interest of downtown and to be the orchestrator of all activities and improvements happening within the district. The organization must then must show visible results that can only come from completing projects – both shorter and longer-term activities that add up to meaningful change. Through the visioning session the community identify many areas of work and improvement that could be addressed with a fulltime downtown director.

While shorter-term, highly visible activities are critical to Main Street's success, Downtown Juneau must also sustain focus on implementation of longer-term projects and activities that are the building blocks for substantial change over time. Identifying milestones for these longer-term projects can be important in creating a sense of forward momentum and reinforcing to the community the need for sustained focus on revitalization efforts.

Coinciding with implementation is an equally important focus on measuring progress and results. Healthy Main Streets are built on a commitment to measure outcomes. We live in a time where public resources are scarce, and competition for private resources is fierce. Main Streets must be able to demonstrate the wise use of resources, which translates to



real change on the ground: new jobs added to a Main Street, new businesses open, buildings redeveloped, and numerous other metrics of success.

For Juneau convincing public and private funders to support a hired position over time, projects specific goals and measurements of success must be established. This is difficult to do without a staff person orchestrating the efforts and keeping progress on track. The Main Street network exists to help in the endeavor.

2017 DBA "low hanging fruit" initiatives

Timeline: 6 months

Current Initiative	Committee in Charge	Infrastructure Committee role	Marketing Committee role	Membership Committee role	Admin role	Notes
First Friday	Membership	work with Parks & Rec to make parking in the garages free starting at 4PM; work on street closure for summer First Fridays	Work with JAHC and shops to have consistent hours; explore the Night Market idea for summer months; work with JAHC to co-promote First Friday	work with the JAHC and pair artists that want wall space with downtown shops; work with restaurants to coordinate specials for first Friday.	help design poster; communicate to membership; coordinate media	the marketing committee can explore if it's worth doing a Night Market on Front Street [closing down the street during the summer First Fridays] or if it's worth doing a pop-up market in empty storefronts?
Parklet Day	Infrastructure	design the Parklet day; work with the city to pick a zone	Promotion; ideas for parklet activations	have a booth/area with DBA membership information; engage members	help design poster; communicate to membership; coordinate media	
Seward's Folly Festival & Fundraiser	Marketing	help with road closure permit; coordinate parking with the city	Promote the event; come up with activities for festival	come up with the fundraiser portion [what will that look like?]	help design poster; communicate to membership; coordinate media	