



Meeting of the Board of Directors

February 12th, 2019

The Hampton Inn, 800 Mason Street, Vacaville, CA 95688

Agenda

- 1. Call to Order** (8:00 AM)
- 2. Roll Call**
(8:01 AM)
- 3. Approval of Agenda** (8:02 AM)
- 4. Accept Minutes from Last Meeting (Attachment A)** (8:03 AM)
- 5. Financials** (8:04 AM to 8:12 AM)
 - a. P&L: YTD 2019 v. 2018 as of 1-31-19 (**Attachment B**)
 - b. Balance Sheet as of 1-31-19 v 1-31-19 (**Attachment C**)
 - c. BID Fee Report.
 - d. 2019 Budget Update (**Attachment D**)
- 6. Board Business (Karen Seymour)** (8:12 AM to 8:13 AM)
 - a. **Executive Committee Recommendations:**
 - i. Request to transition City of Vacaville contract to "Fee for Service" model with BID Fee Match, increasing annual monetary support from City of Vacaville.
- 7. The "Big Four" Partnership Reports:** (8:13 AM - 8:33 AM)
 - a. **City of Vacaville** (Don Burrus/Barton Brierley/Sgt. LeRon Cummings)
 - b. **Chamber of Commerce** (Alexis Ruiz)
 - c. **Visit Vacaville** (Melyssa Laughlin)
 - d. **Downtown Vacaville Big 4 Interface report** (Brooke Fox)
 - i. **Annual BID Recertification**
 1. 2018 Annual Report (**Attachment E**)
 2. 2019 Business Plan (**Attachment F**)
 3. 2019 Management Agreement (**Attachment G**)
 4. Letter to City Manager re: BID Fee Match / Fee-for-Service (**Attachment H**)
 - ii. **City Code Project Results** to be presented at February 19th Planning Commission MTG.
- 8. Committee Reports** (8:40 AM to 8:45 AM)
 - a. **Organization** (Stacy Schutte, Ed Rapisarda)
 - b. **Economic Vitality** (Stacy Schutte, Ed Rapisarda, Don Burrus - Ex Officio)
 - i. Associate Membership / Business Retention, Expansion & Attraction / Welcome
 - c. **Design** (Barton Brierley, Kathleen Ramos, Stacy Schutte)
 - i. Streetscape & Safety / Parking
 - d. **Promotion** (Maria Brana, Kia Lutte)
 - i. **Marketing Strategy** (Steven Donaldson/Rachel Campos De Ivanov of Radiant Brands)
 - ii. **Music & Food Festivals** (Brooke Fox)
 - iii. **Markets** (Brooke Fox) Farmers' Market
 - iv. **Downtown Strolls** (Brooke Fox) Love Stroll 2019. **NEXT:** Ladies Night, Spring Wine Stroll
 - v. **Community & Kids Events** (Brooke Fox)
- 9. Executive Directors' Report (Brooke Fox)** (8:45 AM to 8:52 AM)
 - a. 501 c3 status
- 10. Strategic Plan: January Deliverables (Brooke Fox)** (8:52 AM to 8:53 AM)
- 11. Out And About / Discussion from the Floor** (8:53 AM to 8:59 AM)
- 12. Next Meeting: Tuesday, March 12th, 8AM** (8:59 AM)



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

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707-451-2100 www.DowntownVacaville.com

13. Adjourn

(9:00 AM)