

ADA/BID Board Joint Meeting Minutes

March 16, 2023 @ noon at The Workshop

Present: Olaf, Patricia, Spencer, Victoria, Kelli, Lee, Mike, Sam, Molly, Sarah

Absent: Scott, Joe

I. Welcome/Call to Order

- a. President Kelli called the meeting to order at 12:11 p.m.

II. January Minutes

- a. President Kelli presented the January minutes as prepared by Victoria.
- b. Motion by Patricia "To accept the January minutes as presented", seconded by Olaf. With no further discussion, President Kelli called for a vote, all present voted "Aye". Motion carried.**

III. Financial Review

- a. Patricia presented a financial review for the January and February financials.
- b. Motions to approve were held until after the Finance committee could meet to discuss and go over QuickBooks/finances.

IV. Executive Director Update

- a. Non-Profit Afterhours 3/9 Event: Board member Joe Mehlhaff chose the Downtown Association as the recipient of \$250 from a Business After Hours drawing.
- b. Committees Check-in: Several board members have been added to committees.
- c. New membership and sponsorships program: Discussed booth and vendor options for SCS and SSN. Only booths that sell food will be at SCS. Sponsors of SSN can have booths, but we will change the sponsorship levels to access an entire avenue.
- d. StartHub: Alexa presented a graphic that includes the different organizations that offer business/entrepreneurs assistance. This is a work in progress.
- e. Placer A.I. Subscription
 - i. Is due to end April 30. The Downtown Association has had others asking if they could tap into the information. Discussed asking members if they would use the data and exploring how other cities/Pacer A.I. subscribers are using the data.
 - ii. Motion by Victoria "To cancel the Placer A.I. subscription and find a less expensive option", second by Mike. With no further discussion, President Kelli called for a vote, all present voted "Aye". Motion carried.**

iii. Upon cancelling the membership, our Placer account manager offered us to keep the contract for the substantially lower rate of \$4k annually, subject to a 5% increase each year. We countered with \$4k annually for two years, which was accepted by Placer A.I. on the condition that we would sign a two-year contract and would only have one license (login).

iv. **April 11 email motion by Victoria “to renew our Placer A.I. subscription for two years at \$4,000 per year,” second by Patricia. With no further discussion, President Kelli called for a vote, all present voted “Aye”. Motion carried.**

f. Part-Time Job Description: Alexa will email this out.

V. Events and schedules

a. Wine Walk Update: Exploring sponsorships instead of utilizing Cask & Cork. New logo and exciting additions.

b. Concert Series Bands: Bands secured for June and July.

VI. New business

a. No new business.

VII. Adjournment

a. President Kelli declared the BID and ADA boards adjourned at 1:08 p.m.