

SANTA DOWNTOWN CRUZ

Downtown Association of Santa Cruz

Board of Directors Meeting

August 19, 2025 8:30AM

MINUTES

Katie called the meeting to order at 8:35 am.

Roll call:

- Board members: Uriah Wilkins, Charlie Watson, Jenoah Timko, Damani Thomas, Cara Pearson, Kayti Mata, Trevor Jones, Katie Fairbairn, Tyler Davin-Moore, and David Apgar were present. Dyane Villalobos, Nikki Patterson, Stacy Nagel, Christie Jarvis, Chris Hoffman, Chanel Enriquez, and Zach Davis were absent.
- SC City Liaison: Bonnie Lipscomb was present.
- Board observer: Jennalee Dahlen was present.
- DTA staff: Shiri Gradek, Sonja Brunner, and Jorian Wilkins were present.

Kayti moved to approve the July minutes; Damani seconded; the motion passed.

Jorian gave a Finance Committee update:

- July reports as expected (the first month of the fiscal year; regular)

Katie moved to approve Julia Sauer to sign checks on the DTA main account; David seconded; the motion passed unanimously.

Jorian gave a Social & Legislative Committee update:

- Parking commission meeting on 2 Sept and 11th Hour
- SC Police Dept presentation on 18 Sept DMC zoom meeting

Cara gave a Marketing Committee update:

- 300+ happy revelers took part in the first Sunset Market despite Environmental Health permitting delays.
- ~100 stalwarts enjoyed the whole event - likely to spread the word. Social media, radio & flyers.
- This Thursday's Market will feature line dancing – Board members urged to attend and spread the word.

Shiri gave a Marketing staff report: Signups available now or soon for the Golden Envelope, Holiday Parade, UCSC Downtown Day, and UCSC Family Weekend.

Sonja gave a Block-by-Block report:

- Over 7,000 hospitality touches, including visitors from Germany, Italy, San Jose, Mississippi, France, New Zealand, Mexico, Netherlands, Texas, and Belgium.
- Biohazard cleanup calls to Public Works listed under Uncle Poop.
- Safety interventions in July included a medical emergency.

Jorian highlighted the upcoming Oct. 2 All County Business Mixer at the MAH, Thurs 5-8PM, and encouraged Board members to save the date.

The meeting adjourned at 9:15 am.