

SANTA DOWNTOWN CRUZ

Downtown Association of Santa Cruz

Board of Directors Meeting

March 18, 2025 8:30AM

Sockshop & Shoe Co. ~ 1515 Pacific Ave.

MINUTES

Nikki called the meeting to order at 8:40 am.

Roll call:

- Board members: David Apgar, Jennalee Dahlen, Chanel Enriquez, Katie Fairbairn, Chris Hoffman, Christie Jarvis, Bill Kempf, Nikki Patterson, Cara Pearson, Damani Thomas, Jenoah Timko, Dyane Villalobos, and Uriah Wilkins were present. Zach Davis, Trevor Jones, and Stacy Nagel were absent.
- DTA staff: Jorian Wilkins, Sonja Brunner, and a one year older Shiri Gradek were present.
- Board nominees: Kayti Mata and Tyler Davin-Moore were present.
- Board observer: Joe Ferrara was present.

Announcements:

- Jennalee won Aesthetician of the Year.
- To round out Board celebrities: Damani has Good Times' silver for Best Chef, and the very best chef at a restaurant that doesn't require you to take out a mortgage; and Uriah has won Good Times' Best Bong now for 17 years.

Bill moved to approve the February minutes; Katie seconded; the motion passed.

Uriah introduced new Board invitees on behalf of the Nominating Committee:

- Kayti Mata is with Lively Kids.
- Tyler Davin-Moore is with Redwood Records.

Bill gave the Finance Committee update:

- \$140K in BIA fees finally came in from the city (with \$90K more to go).
- DTA is on budget.

Cara gave the Marketing Committee update:

- SWA of San Francisco proposed alley activation strategies at the committee's 25 Feb meeting.
- More important even than the interesting proposals, it seems, was participants' feedback.

Jennalee and Jorian gave the Social & Legislative Committee update for Stacy:

- Friends of the Library have raised \$1.8 of \$3M to enliven the project.
- They'll hold an April 26 event at new site 1 to 4 pm to launch public fundraising campaign.

- The farmers' market will move temporarily to the area by Birichino and the old library.

Jorian gave a San Luis Obispo trip report:

- Take-aways include bringing in City Manager and UCSC board members and commissioning a sponsorship salesperson.
- SLO's Thursday night market is epic – Shiri's already applied for an August-September permit to run a pilot in Santa Cruz.

Staff Reports for Reference

Operations: Block by Block Update [Ambassador & Info Kiosk Reports](#)

Marketing: Upcoming [Promotions & Events](#)

UPCOMING DOWNTOWN ASSOCIATION MEETINGS:

Wed, March 19 8:30AM Downtown Farmers' Market

Upcoming Board Meetings | Always 3rd Tuesday at 8:30AM

April 15, 2025 - [Zoom](#)

May 20, 2025 - In person **BOARD RETREAT**

June 17, 2025 - [Zoom](#)

Upcoming Committee Meetings | Tuesdays at 8:30AM

March 25 – *Marketing Committee* | [Zoom](#) (**Cara**, Jennalee, Jenoah, Zach)

May 6 – *Social & Legislative Committee* | [Zoom](#) (**Stacy**, Christopher, Christie, David, Nikki, Trevor)

May 13 – *Finance Committee* | [Zoom](#) (**Bill**, Chanel, Dyane, Katie)

Ad Hoc – *Nominating Committee* | (**Uriah**, Damani, Bill)