

DDBA Merchant Meeting Minutes
July 12 2012 – Hosted by Nana and Company - 141 N. First Street

1. Meeting called to order 8:41AM/Flag salute lead by Danny Ayala.
2. Introductions: The interns at the DDBA office were introduced to the Merchants. They are from UC Davis and are working for the summer. Cheri Mayhugh and Winnie Mui were both present.
3. Approval of Minutes:A motion was made to approved last months minutes. Danny Ayala first and Kathy King seconded it. The motion passed.
4. Directors Report – Ana Tejada
 - a. Baldo’s Mexican food opened this last month on First Street.
 - b. Divinas Salon and Spa opened this last month. They are next to the Firehouse Café.
 - c. Mexican Independence Day is taking place on September 16, 2012 in conjunction with the St Peter’s Catholic Church from 10AM – 7PM. We still need vendors for this event. We may have a tamale contest.
5. New Business
 - a. Firework sales.—Kathy King gave the report. She said the sales went on for 7 days 13 hours a day. There was about \$28,000.00 product sold. The booth was run by Soroptomist Club, Rugby, and the DDBA. The event was very successful but after paying for the product and the taxes there was not as much money as we thought it would be to divide up Rugby and Soroptomist will get around \$4,000.00 and the DDBA will get around \$1,200.00
 - b. Grand Opening- Kathy King & Amy Priddy will celebrate the grand opening of Bella Moda Boutique and the grand re-opening of First Community Mortgage on Friday from 5-9 PM.
 - c. Wine Stroll- Jill Orr Ana said that Jill Orr will be heading up this event on August 25, 2012. The tickets will go on sale soon and there are around 18 merchant participating this year. Ana will call everyone to make sure that they have their winery confirmed for that date.
 - d. Voting for the new board of directors. Jill Orr The new nominees were introduced: Debra Dingman, Amy Priddy and Kristin Hernandez. Debra explained the procedures to the rest of the merchants on what we needed to do to get them confirmed. Kathy made a motion to approve the nominees and Danny seconded it. A vote was had by all and the motion passed.
6. Old Business
 - a. Farmer’s Market did not have enough people to support the vendors so they did not want to keep coming. We need at least 10 vendors to break even Liz Robbins can not participate this year and we can not even break even. A decision was made for the DDBA to cancel this event this year. Devon Minnema wants to try

- to make a go of it with using local farmers such as him to run it. It was suggested to change it back to Thursdays.
- b. Christmas Tree lighting –Teresa Schilling.. Letters will be going out to various businesses in town and the service groups for support. We have already received a commitment from Kiwanis and the Rotary to support some part of this event. Park will be decorated more than it has been before so that it will look like Christmas.
7. Member comments
- a. Tri-fold advertizing brochures for DDBA businesses will be created to be placed into each business to support each other. They use this in Davis to support their downtown. Everyone just needs to think about how we can support the downtown.
 - b. The city of Davis has an Art about Davis the 2nd Friday of each month. Davis has downtown sidewalk sales going on at the same time. Perhaps we could do Fun Fridays and bundle it together on the 3rd Friday of the month perhaps.
 - c. Looking to do the concerts in the park, Music in the park if we go back to Thursdays for the Farmers Market.
 - d. Grillin & Chillin is coming up on the 21st of July. Steve Lorente said that we would be shutting down HWY 113 all day. It is expected for 200 old cars to be on display. The Music will be from 11AM to 10PM. The Kiddie Park will have all day events for Kids and will be run by Kiwanis Club. The train from Bryan Braker Funeral home will be set up in the park too.
8. Meeting was adjourned at 9:30AM Minutes by Teresa Schilling