



Downtown Stockton Alliance Board of Directors Meeting Minutes
Wednesday, September 27, 2017 at 3:30 pm
125 Bridge Pl 3rd Fl. Stockton, CA

Board of Directors Present: Chair Mahala Burns, Kari McNickle, Giovanni Trinchera, Jared Rusten, Micah Runner, Anthony Barkett, Kendra Clark, Debbie Vallejo

Board of Directors absent: Jacob Benguerel, Treasurer Wes Rhea, Vice-Chair Doug Egbert, David Garcia, Marcia Cunningham

Guest: Kayce Rane

Staff: Cindi Fargo, Sylwia Qualls, Courtney Wood, Charisse Lowry

Minutes for the Strategic Planning – Phase 2 Agenda

1. Call to Order/Roll Call
 - Meeting was called to order at 3:30pm
2. Public Comments
 - No Comments
3. Continued Discussion on Phase 2 of the Draft Strategic Plan
 - G. Trinchera stated that he saw a lot of cohesiveness among the board members. M. Burns stated that we should do the things that could be done. K. Rane stated that she saw that people gave 100% in the discussions, they cared very deeply. She discussed the ways and work plans that the Strategic plan was developed from. There was discussion on the aspects of the Strategic plan. Discussion on the committees and their functions and goals. Discussion on budget and cost areas, as well as staff time and salaries. Discussion on trolley and its service for events, marketing will be very important for project success. There will be no more committee meetings for the remainder of 2017
4. Future Items for Board Consideration
 - M. Burns stated that there might be a chance that J. Benguerel would resign from the board. She ask the board members to start looking for possible new candidates for the board, the next vote for new directors will be voted on in January 2018.
5. Adjournment
 - Meeting was adjourned at 5:00pm

The Board of Directors of the Downtown Stockton Alliance met on Wednesday, October 4, 2017 in a special meeting to give feedback and further input on the Draft Strategic Plan Document. Major edits include:

- Insert new activities pertaining to the role of the DSA ambassadors within the goal areas of:
 - Business and Dining areas are safe
 - Enhance public awareness of downtown business opportunities
- Delete reference to “Big Belly” trash receptacle as this is a specific vendor that has not yet been selected through a committee review or procurement process
- Reframe Marketing and Branding to show greater emphasis on changing public perception
- Streamline goal areas, pertaining to marketing ,branding ,public perception, business supports, events, and other programming
 - Include reference to large educational or inspirational event(s) designed to showcase the work of PBIDs generally and DSA specifically

Board members are asked to submit any further comments or plan edits to Kayce Rane at:

kaycerane@ranecd.com