WCD Board of Directors Meeting
December 9, 2020
Meeting Minutes

Attendance: Kathy Hemmenway, Ashley Nand, Kerry Inserra, Barney Fonzi, Jim Telford, Peggy White, Teri Killgore, Jenny Perry, Mayor Kevin Wilk, Lt. Bruce Jower, Scott Denison, Bob Power, Jay Hoyer, Kristy Lincoln, Rei Maks, Cindy Silva, Michael Frederick, Samantha Marie, Andrea Baldacci, Rolla Ghaben, Doug Smith, and Dan Batlin.

I. Introductions
II. Approval of past minutes – November Board meeting minutes were approved.
III. Public Comment
   a. Cindy Silva – City Update
      i. Cindy will pass over the role of City Liaison to WCD to Mayor Kevin Wilk after Council assignments are finalized at the next Council meeting (12/16).
      ii. Audit for fiscal year 2019-2020 being finalized. Did better than expected. Reserves from the prior year were protected. There are surplus funds.
      iii. Council is looking at a community benefits program for developers.
      iv. Election results were certified last week. 91% voter turnout.
      v. John Muir was at 20% more ICU capacity than this time last year and is 15% away from full capacity. Community spread is the cause.
   b. Mayor Kevin Wilk
      i. City is looking ahead to when vaccinations will be available and rebounding to help the City and businesses recover.
      ii. There will be a virus and antibody taskforce led by Mayor Wilk.
      iii. Climate Action Plan for 2030 is being worked on again; was on pause due to COVID.
IV. City Manager’s Report
   a. Dan Buckshi
      i. We will likely not see the shelter-in-place restrictions lifted on January 4th with the current numbers. We should expect them to grow.
      ii. ICU capacity is a big concern but Contra Costa County in better shape than others.
      iii. People should continue working remotely.
      iv. Pipeline leak located near Civic Park affecting the Broadway extension. This pipeline runs down to San Jose. Leak was detected and pipe drain, repaired. Thousands of gallons may have leaked.
      v. Budget for the last fiscal year turned out better than expected. For the current year, the City is planning on using $2 million of reserves to help balance the books. Tax update within a month for sales tax. Binge buying is up again. Automotive used sales are also up.
vi. Thank you to Kathy and others for helping the interview process of the Community Development leader. Police Chief candidates have been narrowed down to 6.

V. Rebound Program Update
   a. Teri Killgore
      i. Many iterations of the program have been developed to keep up with changes to the local health orders.
      ii. City has asked businesses to clean-up their outdoor rebound space so that the City can perform a street cleaning and power wash sidewalks.
      iii. City is working with WCD who found help from structural engineers to build outdoor structures. We have many utilities in the ground which make building things more challenging. We need to make sure we are making structures that don’t blow away with the wind that could injure people/property and follow fire department codes for safety. City will release tent/heater info with new guidelines ahead of re-opening so businesses have time to plan.

VI. Lt. Bruce Jower – Assigned to Downtown Businesses and Broadway Plaza
   a. WCPD will continue high visibility on foot and car patrol in the downtown, and increased measure after the Bourbon Highway incident.
   b. Kathy met with Lt. Jower and a couple of property owners, including Brian H., to express their concerns over protest activity that occurred on Nov. 14.

VII. WCD Staff Summary Report & Updates – Kathy Hemmenway
   a. Bierhaus closed as of November 29.
   b. Cost Plus’s WC location will be closing.
   c. Tellus Coffee coming to the old Schroder’s Insurance location on Main St.
   d. Holiday Stroll was scheduled for Dec. 4-6, however, due to the current health orders, we pivoted to revamp the structure to create a month-long holiday campaign, Celebrate the Season. The campaign will encourage foot traffic and online shopping support to local businesses.
   e. Campaign programming includes:
      i. Ugly Sweater Contest content on Instagram
      ii. Snowman Scavenger Hunt with WC Arts + Rec
      iii. Winter Windows Art Project
      iv. Holiday banners have been installed throughout the downtown; WC Together banners still up.
   f. “We’re Open” signs are still available for businesses to post outside their business.
   g. Staff had 1 of 3 strategy sessions to discuss activities/programs supporting the association’s four pillars and how we will move forward in 2021. Recommendations will be presented in Jan. 2021.
   h. Office will be closed between Christmas and New Year’s.
   i. Big thank you to Cindy S. for her past work and support of WCD as Council Liaison.

VIII. Business Updates
   a. Rolla Ghaben
      i. We’ve seen some businesses take some desperate measures to try to stay open.
      ii. We need strict leadership and rule following. Direction from the City is important.
   b. Dan B. & Teri K.
i. The City is working on actions to support businesses but not all actions are being publicized. Updated outdoor patio guidelines will be publicized. Suggestions are welcome.

c. Jim Telford
   i. It is out of our City's hands. They are at the mercy of the State or County Health Department with contradicting information being released constantly.
   ii. Restaurants are really struggling right now. Many may not survive and risk closing in the very near future. City government to recognize that and do the best they can.

d. Melissa Jefferson – OPA
   i. Layoffs are very difficult, and this has been so challenging with no support or mercy for the continuation of outdoor dining.
   ii. A case should be made for restaurants. Why is no one in WC standing up?

IX. Scott Denison – DRAA ‘A Christmas Carol’ performance

Meeting Adjourned at 9:35 AM.