



**Board of Directors Meeting  
June 6, 2021  
Meeting Minutes**

Attendance: Kathy Hemmenway, Kerry Inserra, Rei Maks, Cady Marsh, Dan Buckshi, Bob Linscheid, Dan Batlin, Bonnie Waters, Barney Fonzi, Jenny Perry, Mayor Kevin Wilk, Bob Power, Rolla Ghaben, Peggy White, Gary Skrel, Jason Yamasaki, Brian Hirahara, Tracy Dietlein, Anthony Mangini, Brad Barnett, Jim Fidelibus, Nicole Hankton, Margot Sanford, and Amy Kerr Brown

- I. Introductions
- II. New Changes to Executive Team
- III. Public comment – None
- IV. Mayor’s Update – Kevin Wilk
  - a. Large Events this past month - Memorial Day event, Classic Car show, raising Pride flag
  - b. June 15 next city council meeting in person at the Chamber.
    - a. Hybrid meeting: Public calls in remotely.
  - c. City Hall reopening June 15, greeters in lobby and appointment system in place. Masks required.
  - d. Working with reporter to show Walnut Creek after hours
- V. Rebound Program Updates & City Council Priorities – Dan Buckshi
  - a. City Hall updates
    - a. City Hall reopening June 15, greeters in lobby and appointment system in place. Masks required.
    - b. Reassess programs/services to see whether online or in person is best moving forward.
    - c. Council received first update on its 5 priorities: economic development, social response to mental health and homelessness, diversity/inclusion, climate action, and infrastructure.
  - b. Rebound Updates
    - a. July 20<sup>th</sup> - brief update on Rebound program trying to extend outdoor structures past August
    - b. Reviewing sustainability/climate action plan: strategies to meet new state requirements
    - c. New housing requirements: RENA - Regional Housing Needs Allocation
      - a. City must plan for an increase from 2800 units to 5800 units over next cycle
    - d. Interviewing Police Chief candidates: background checks
- VI. Downtown Business and WCD Staff Report - Kathy Hemmenway, Executive Director
  - a. Implementing Council Priorities
    - a. Economic development – meeting candidates for retail strategy consultant
    - b. Police Department – increasing foot patrol and visibility downtown
  - b. Website redesign
    - a. Plan to launch by August 1st
  - c. WCD Staff Returning to Office – planning on mid July
  - d. Downtown NEXT Interviews
    - a. Asking businesses to find out what has worked for them, and their thought and or fears going forward.
  - e. Arts Around August
    - a. 11-12 events planned around the month of August celebrating the arts
    - b. Painted Pianos

- c. Downtown Stages
  - d. First Wednesdays – August 4<sup>th</sup> and September 1<sup>st</sup> on Cypress St.
  - e. Family Chalk Art Days – select Saturdays guests can create chalk art displays WCEF partnership
  - f. Moveable Feast
    - a. Wednesday’s Nights - 6-8 downtown restaurants included, ticketed event of groups of 15 people
    - b. Tour 3 different restaurants, meet the chefs, have small bites, and experience a walking tour of Art between the restaurants. Partnership with Bedford Gallery
  - g. Public Art Walking Tours – every Monday Evening
  - h. Art/History Scavenger Hunts – ongoing scavenger hunt, download card and submit for prizes
  - i. Plein Air Art Festival
    - a. Last weekend of August
    - b. Scattered about downtown with closing contest in Redney Plaza
  - j. Summer Sounds – Begins in July
  - k. Movies Under the Stars – rooftop of the Leshner Center
  - l. Family Theatre Sundays – Fantasy Forum will host at Redney Plaza
  - m. Rehearsals on the Plaza
- VII. Homelessness around Downtown
- a. Police Department - Anthony Mangini
    - a. Telus Coffee – recurring homeless issue
    - b. Police Department following instructions from CDC to not disrupt homeless encampments
    - c. Police Department to reinstate Homeless Outreach Team
      - a. Interviewing for 2 person team; should be in place by July
  - b. CORE Program – Dan Buckshi
    - a. partnership with city and the county to send social workers to build relationships with homeless to give them support and possible relocation.
    - b. Current partnership with Concord for a half time team: as of July 1<sup>st</sup> it will be a full time team dedicated to Walnut Creek.
  - c. What to do for Mental Health issues?
    - a. Serious cases call the Police
    - b. Call 211 to get help from a social worker
    - c. Contra Costa County is creating a new response model for mental health. It will provide a 24/7 non law enforcement response to mental health
      - a. Goal: Pilot program up and running by August 1<sup>st</sup>
      - b. June 23<sup>rd</sup> City proposal to advisory committee for reallocated funds
      - c. New Phone Number - 988
      - d. Three levels of response
        - a. Wellness checks – EMT and Social Worker
        - b. Non-Violent Crisis - 2 Mental Health Clinicians respond
        - c. Potentially Violent Crisis - Clinicians partner with Law Enforcement
- VIII. Chamber Report – Bob Linscheid
- a. Walnut Creek on Ice: November 19<sup>th</sup> – January 31<sup>st</sup>
  - b. July 20<sup>th</sup> meeting – review Council Priority Economic Development
- IX. Walnut Creek Convention & Visitors Bureau – Nicole Hankton
- a. Rebranding
    - a. New Logo – “Go Calipolitan”
  - b. Measure of Success
    - a. provide marketing to drive traffic to the Hotels
    - b. Spread awareness of Walnut Creek Business and Lifestyle

- c. Audience
  - a. Groups and Conferences, Sports Travel, and Leisure Getaways
- d. New Mission Statement
- e. New Website has launched - [visitwalnutcreek.org](http://visitwalnutcreek.org)
- f. Partnerships
  - a. Ultimate Fieldhouse, St. Mary's College
- g. Digital Marketing Campaigns
  - a. SF Travel Campaigns – Mt. Diablo Region
- h. Digital Media Buys
  - a. focused on Leisure, Weddings, and Sports Events
- i. Conferences
  - a. 20-25 meetings with event planners from multiple sectors
- j. Magazine Ads
  - a. Diablo Magazine, Sactown Magazine, and Visit California, Travel Guide
- k. Signature Cocktail Contest
  - a. "The Calipolitan" Signature Walnut Creek Cocktail
  - b. Local Restaurants or Bars only
  - c. Submissions accepted June 8<sup>th</sup> - June 22<sup>nd</sup>
- X. Board Announcements
  - a. Lesher Center – Peggy White
    - a. On Broadway Gala – October 2<sup>nd</sup>
    - b. Jazz Series in August Hawkman Theatre
  - b. Broadway Plaza – Tracy Dietlein
    - a. Under Construction
      - a. Construction has resumed for Lifetime Athletic; Gym opening in 2022
      - b. Broad & Gun – Menswear store opening in late 2021
      - c. Marine Layer – Apparel store opening in late 2021
      - d. Sunglass Hut – opening Summer 2021
    - b. Events
      - a. Hello Kitty
      - b. Ewaste Recycling
      - c. Makers Market – every 4<sup>th</sup> Saturday of the month
      - d. Red Cross – June 22<sup>nd</sup> and July 8<sup>th</sup> Blood Drive at former Niemann Marcus building
      - e. Concert Series

Meeting adjourned at 9:36 AM