



**Board of Directors Meeting  
September 8, 2021  
Meeting Minutes**

Attendance: Barney Fonzi, Kerry Inserra, Chief Jamie Knox, Mayor Kevin Wilk, Brian Hirahara, Kathy Hemmenway, Bonnie Waters, Doug Smith, Jenny Perry, Jim Telford, Tracy Dietlein, Bob Power, Teri Killgore, Elizabeth Orcutt, Dan Batlin, Jason Yamasaki, Rolla Ghaben, Amy Kerr Brown, Kristy Lincoln

- I. Introductions
- II. Welcome & Introductions – Barney Fonzi, WCD Board President
- III. Board Action
  - a. Approve August Board Meeting Minutes
  - b. Vote – Approved Brian Hirahara/Board President & Tracy Dietlein/Board Vice-President
- IV. Public Comment
- V. Mayor’s Report – Kevin Wilk, City of Walnut Creek
  - a. First city in the County to require city employees to be vaccinated, other cities have since followed
  - b. Leshner Center – Indoor performances can continue if the audience is both masked and vaccinated. Performers will not need to wear masks.
  - c. Heroes of Walnut Creek – nominations continue this month
  - d. Shooting in Walnut Creek - No injuries, and investigation is underway
- VI. City Report – Dan Buckshi/Teri Killgore, City of Walnut Creek
  - a. 82% of City Employees have certified themselves as vaccinated
    - I. The City’s goal is 100% vaccinated
    - II. Those who aren’t vaccinated are tested weekly and wearing masks
  - b. Downtown NEXT – completed some more polling, and met with property owners
    - I. Next Phase: November 2<sup>nd</sup> - Council study session for options
  - c. Launching city-wide retail study later in September
  - d. Launching office study: an inventory of office products city-wide
- VII. WCD Staff Summary Report – Kathy Hemmenway
  - a. Arts Around August: wrapped up August 31<sup>st</sup>
    - I. Moveable Feast: Sold out event every week
    - II. Opera in the Park and Public Art Tour success
    - III. 12 Painted Piano locations and 4 Downtown Stages
    - IV. Plein Air Festival and Broadway Plaza Concert Series
    - V. 22 Lamppost Banners throughout the downtown
    - VI. Most programs finishing under budget; complete report will be presented at October meeting
  - b. ADA Compliance Webinar on September 23<sup>rd</sup> from 10-11 am
  - c. Walnut Creek on Ice

- I. Significant increase in operating costs, 30% increase over previous year
  - II. Hopeful to open November 19<sup>th</sup>, more information TBA
  - III. \$22,500 in sponsorship funds, which is 40% of goal amount
    - F. Seeking Presenting Sponsor
- d. Halloween Event
  - I. Outdoor Movie Night at Broadway Plaza garage rooftop on October 29
- e. Event Manager Position – finalizing an offer for candidate
- f. Closures
  - I. Sinceretea on North Main St.
  - II. 2Bella at Broadway Plaza
- g. Openings
  - I. LULUSIMONSTUDIO on N. Main St.
  - II. Planet Fitness at former Cost Plus World Market location
  - III. Dumpling Hours at former Burger Loft location
  - IV. Onigilly is under renovation and set to open soon
  - V. Haagen Daz is returning to Broadway Plaza
- VIII. WC Police Department Report - Chief Jamie Knox
  - a. Looking into a No Cruising Ordinance
  - b. Complaints about restaurant nightlife
    - I. 5 officers understaffed: looking into how to better deploy police staff
  - c. Grant funding for traffic enforcement
    - I. Creating high visibility enforcement for the Downtown on weekends
  - d. Proactive Enforcement goal
    - I. A safe and enjoyable Downtown experience
  - e. Will there be foot patrol in the Downtown?
    - I. Yes, not for prolonged periods due to trainee exposure program
    - II. Large contingency of reserve officers – originally limited due to COVID and will now be reassessed
    - III. Jim T. offered the idea of including downtown foot patrol during new officer’s Field Training shifts
  - f. Overview: Chief Jamie Knox’s first 5 weeks
    - I. Built a brand-new management team
      - F. Senior Lieutenant will be retiring in November
    - II. Meet the Chief Event
      - F. Monday September 13<sup>th</sup> at the Leshner Center from 5-7 pm
  - g. Shooting in the Downtown
    - I. Isolated incident
    - II. Approach with high visibility and enforcement, and educate liquor license holders on how to deescalate conflict
  - h. How can owners make late-night hours safer?
    - I. Planned events that attract a younger crowd = risk of criminal element

- II. Recognize when someone has been overserved alcohol, private security – better trained bouncers
    - III. Address the limited number of officers late at night in the Downtown
  - i. Kathy – Monthly meeting with Lieutenants and bar/restaurant owners
- IX. 2021-2023 Board President Comments – Brian Hirahara
  - a. 3<sup>rd</sup> stint as President
    - I. Worked on PBID funding in previous stints
    - II. Veranda has taken millions in sales away from WC
    - III. Record number of vacancies in Downtown; 9 corner spots
    - IV. Shift to online retail – and 3<sup>rd</sup> party restaurant sales
    - V. More resources than ever - Rebound
  - b. Focus on the Downtown Restaurant scene
    - I. More food than retail in the Downtown; retail is at Broadway Plaza
    - II. Restaurants helping retail: Cupcakin’ sales spike after dinner hours
    - III. Attract a fun millennial crowd
  - c. Continue Downtown NEXT discussions
- X. Board Announcements – Opportunity for Board Directors to share business news
  - a. Peggy White – Leshner Center
    - I. On Broadway Gala October 2<sup>nd</sup> at the Leshner Center
      - F. Accepting donations for an experience-based auction item
      - G. Performer Max von Essen, The Honey Taps, and Activist Tyler Gordon
    - II. Newsmakers and Cal Symphony are coming back
  - b. Elizabeth Orcutt - Working with Bay Area wide cross collaborative marketing campaign
    - I. 100 different arts entities
    - II. Purpose: instill confidence in patrons coming back to the center
    - III. “Ready” marketing; #BayAreaArtsTogether
  - c. Rolla Ghaben
    - I. Mels has closed; renovating location to become Hot Boys
  - d. Tracy Dietlein
    - I. Campaign tag “Get Ready” for Broadway Plaza
    - II. Haagen Daz will fill the former Godiva space by end of 2021
    - III. 2Bella was a temporary store and has closed
    - IV. Innovation Gateway to Luggage closed
    - V. Lululemon expansion; Lululemon will also open a popup store in Gap space during the holidays
    - VI. Marine Layer set to open at the end of September
    - VII. Lifetime Fitness (gym) is set to open in 2023
    - VIII. Negotiations with Stanford’s
    - IX. Aesop will be in former Kiehl’s space
    - X. Working on dividing up the Niemann Marcus space
    - XI. Crate & Barrel lease is up in January