



Board of Directors Special Meeting
Thursday, September 22, 2022

Meeting Minutes

Attendance: Brian Hirahara, Kathy Hemmenway, Kevin Wilk, Bob Power, Jenny Perry, Barney Fonzi, Tracy Dietlein, Kelsey Wendt, Gary Skrel, Peggy White, Jonathan Bartlett

- I. Welcome – Brian Hirahara, WCD Board President
- II. Public Comment – No public comment.
- III. Measure O Campaign – Brian Hirahara, WCD Board President / Gary Skrel, WCD Board Director & Measure O Campaign Co-Chair
 - A. Campaign Update
 - a. Brian Hirahara – Measure O is an opportunity to preserve our quality of life and an opportunity to provide funding, specifically to the downtown, the arts, and public safety.
 - b. Gary Skrel – 6 weeks left until election day, really on 3 weeks left. Typically, Walnut Creek voters vote early. Ballots get mailed out October 12. A strong message needs to be out by October 16th.
 - c. Kevin Wilk – Doesn't usually post on social media about political endorsements but Measure O is different. It is important for us to make that personal connection and endorsement publicly.
 - d. Gary Skrel – All it takes it a personal message to gain support. He wrote a personal email to City Bank and they are now allowing Measure O to place campaign signs in their planter.
 - B. Signage
 - a. Gary Skrel – Signs have been ordered and are being picked up on 9/23. Walking piece is finalized and ordered. The October 1st weekend will be the first walking weekend/week. Walking will occur October 1st- October 9th. A second walk is the October 15-16 weekend. Additional walkers are needed for the second weekend.
 - b. Brian Hirahara – Are both walks or one of them combined with City Council?
 - i. Gary Skrel – The first walk is combined for Measure O, Matt Francois and Cindy Silva. The second walk is just Measure O.
 - c. Bob Power – He is gone from the 3rd-13th, is it okay to combine his City Council and Measure O material? Or can it all be done on the 14th?
 - i. Gary Skrel – As long as it gets done, it is fine to do it on the 14th.
 - d. Gary Skrel – People look at the literature for about 10 seconds. Focus has been on a few images and bullet points.
 - e. Brian Hirahara – Importance is for people to recognize the Measure O signs.
 - f. Gary Skrel – Over \$50,000 in contributions so far. Contributions are always welcome. Downtown businesses have stepped up to support in funding the measure.

- g. Kevin Wilk – He has heard people saying they were on the fence, but what pushed them over was knowing that outside visitors will be contributing to over half of the funding.
- h. Brian Hirahara – Public safety has also been an important contributory factor.

C. Volunteers

- a. Kathy Hemmenway – How do people sign up to walk?
- b. Gary Skrel – A sign-up sheet is available and will be sent out.
- c. Brian Hirahara – Not a lot is asked of the Board and this is an important time to step up and show support. Plans to keep track of participation from the Board to keep the pressure on all directors.
- d. Peggy White – If it is sent out and we “Reply All” in support, it will gain momentum through our support.
- e. Gary Skrel – Important for the directors to recognize their successful businesses is in the downtown and this affects them.
- f. Tracy Dietlein – This is a great way to show support, especially since it is against Broadway Plaza corporate guidelines to support in other ways.
- g. Kathy Hemmenway – Bob, can we cross-reference lists with Cindy?
 - i. Bob Power – Most are the same. He will cross-reference to ensure coverage.
- h. Kathy Hemmenway – The master sign list will be revised and shared in a Google Drive link for everyone to add to.
- i. Brian Hirahara – Displayed sign-up sheet and divided up responsibilities over sign placements.
- j. Gary Skrel – Most signs are 18x24. 11x17 for placement in windows.
- k. Jenny Perry – Is it best to go in-person and speak to the business owners or is it okay to send an email?
- l. Gary Skrel – Personal touch is always best unless an email is necessary.
- m. Brian Hirahara – Will send out a template of what he has sent to people via email.
- n. Kathy Hemmenway – WCD sent out an initial social media post and e-blast but will be posting and including it in the newsletter once more content is received.
- o. Jonathan Bartlett – Mentioned the robbery that occurred on Saturday at 4:15pm. It was downtown and the citizens attempted to get involved. It is affecting everyone and important to emphasize the crime and safety involved in this measure.
 - i. Peggy White – Safety and vibrancy are the 2 elements that effect people for this Measure, as usually hearing a tax increase measure immediately turns people away.

IV. Walnut Creek On Ice – Kathy Hemmenway, WCD Executive Director

- A. This year the ice rink is back for the 17th season from December 9th – January 16th. The chamber has decided to step away from the partnership so they can focus on the East Bay Women's Conference. The rink will now be an event run just by the Walnut Creek Downtown Association. WCD has been working with WC Chamber on this transition. Marcom will be taking over marketing. Sponsorship information is coming out soon. There have been conversations with the city to discuss their support and the importance of this now that it is all on WCD. Keep the rink in mind for private events. Hockey and Private Ice will be returning, and the addition of bumper cars.
 - a. Gary Skrel – Can your staff handle this or will you need more volunteers?
 - b. Kathy Hemmenway – More volunteers will be needed. Kathy will be taking it on and Kelsey will be assisting. The main push will be before the rink opens and then operations takes over once the rink opens.
 - c. Bob Power – How much was our gross revenue in sponsorships for last year?
 - d. Kathy Hemmenway - Net was \$30,000 last year.
- B. Kathy Hemmenway – Birthday parties will be back at a higher volume this year which

will increase our revenue. Estimating to be over 30,000 skaters this year.

- a. Bob Power – Do we retain all the sponsorship revenue or does any go back to the ice rink?
- b. Kathy Hemmenway – We retain all of it.

Meeting adjourned at 9:47am.