



DCA Update to Council, May 2015

- **Organization**

- B&O—state cap has been met--unprecedented! We were able to receive pledges of \$32,000 which we are thankful for. Hopefully cap increases in 2016!
- Volunteers—10 consistent volunteers for First Fridays, over 60 volunteers came for Clean-Up/Planting Day; over 40 volunteers for Plant Fair
- Membership—reached our goal for new membership this year already
- WA State Main Street Conference this week—3 of us going
- Board Recruitment packet created, bylaws and mission and vision updated. Active recruitment of new board members to start.
- Made connections with CHS for senior projects. Working with new Art Program for street emblem project

- **Promotion & Events**

- First Fridays each month—more families—First Fridays were voted Best in Clark County for Outdoor Family Fun and runner up for Best Family Event
- Plant & Garden Fair—new vendors, many more kid-friendly activities
- Weekly Downtowner continues (now over 2600 subscribers), DCA FB likes up (2745, up from 2500 at start of year); good relations with the media
- Updated walking maps done; increased distribution
- Downtown Camas Video! Lodging Tax and DCA funding

- **Design**

- Clean-Up and Planting Day! Thank you City of Camas!!
- “Millie is here!” Successful reception and unveiling.
- Met with arts program expert Alice Taylor; next projects Rain Stencils and Hidden Birds!
- Flower baskets, 42 funded!
- Tree lighting—great to see the 3 in front of City Hall done. Will do more as lighting is ordered (3 more merchants interested).

- **Economic Restructuring**

- Parking map updates; positive campaign to encourage employee parking outside main core; meeting with Parking Commission 5-12
- DCA website updated with multiple business resources on running a small business; still working on updated hand-out piece for potential businesses
- New businesses: Feast at 316, Krystal's change to Flutes & Rocks, Dance Evolution, Mesa expansion, new Caffè Piccolo spot (thank you for coming to ribbon cutting!), Birch Street expansion done soon
- New businesses coming: B&B Fish Market, Little Bavaria reopening, Soap Chest
- Working on getting 321 by the Liberty filled!
- Working on social media seminar for merchants on event/special promotion