1. Ambassador Program. This meeting with Blair McBride of Block by Block was intended to help the DDA members begin framing what would become eventually a recommended scope of services. Areas of discussion included: services to be provided, peak periods of activity in the downtown, weighing staffing levels versus the amount available in the project budget, and reporting.

2. Next Steps- Block by Block will send a reviewed proposal that would respond to ideas he heard at this meeting. This document will be shared at an upcoming Operations Committee meeting to elicit feedback from the Committee members. A follow up meeting (perhaps in person or perhaps virtual) will be held with Mr. McBride to continue program development, including possible means to gather metrics that could be used to determine impact, as well as what data types would be captured in monthly reports.

3. Public Comment- None.

The meeting adjourned at 4:50 pm.
Susan Pollay, Executive Director