



November 3, 2021

**Re: Downtown Benicia Alliance (DBA) Annual Elections – Solicitation of Nominations**

Dear Business Owner:

It has been a challenging few years for local business owners and we are so grateful for the time, effort and ingenuity you have shown to continue to be part of our downtown business community. After a hiatus in activity due to COVID it is again time to reinitiate the Board of Directors for the Downtown Benicia Alliance.

As you may recall, in 2017 your fellow downtown business owners successfully renewed a Business Improvement District (BID). A BID is created to improve the economic standing of those within the district by levying an assessment to pay for a specific improvement. In Benicia's case, the primary improvement was the installation and maintenance of the decorative tree lights. While the assessments are collected by the City of Benicia, the funds are managed by an independent organization charged with the oversight of the BID. That organization is called the Downtown Benicia Alliance or DBA.

The DBA has a Board of Directors consisting of business owners within the district (can also be the business owner's designee). The role of the Board is to manage the operation and administration of the BID. The Board has quarterly business meetings (4) and one (1) Annual Meeting in December. All meetings are held on the second Tuesday of the given month from 9am-10am at a location within the BID boundaries.

Now is your chance to volunteer your time to help make a positive impact on First Street's economic success. By serving as a Director you can help develop the DBA and enhance collaboration with fellow business owners. If you are interested in serving as a Director, please complete and return the enclosed Nomination Application to the locations noted on the application by **Friday, December 3<sup>rd</sup>**.

If you choose to submit a nomination application, the DBA Board of Directors will consider and act upon all nominations at their December 14<sup>th</sup> Annual Board Meeting. Thank you for participating in the DBA.

Sincerely,

  
Carl Lucca, DBA Chairperson  
Lucca Bar and Grill

  
Mario Giuliani  
Deputy City Manager (City Staff Liaison to DBA)

Enclosure.



**Downtown Benicia Alliance**  
**Board of Directors Nomination Application**  
Applications due by Friday, December 3, 2021  
DBA - PO BOX 2345, Benicia, CA 94510

**Please complete this application form and mail it to the DBA or you may hand deliver to a current Board Member, noted below.**

**Business Name:** \_\_\_\_\_ **Business Address:** \_\_\_\_\_

**Please Circle:** 1<sup>st</sup> Floor      2<sup>nd</sup> Floor

**Business Owner/Designee Name:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

Indicate your Preference to Serve for a 2-Year Term or 1-Year Term (circle):

**2 Year      1 Year**

Please answer the following three (3) questions. Feel free to use additional pages, if necessary.

**1. Please describe why you would like to serve as a Director for the DBA, and how you can contribute to the DBA's task of administering the Business Improvement District:**

**2. Please describe any experience you have had serving on a Board of Directors in any type of organization or other type of experience working on committees.**

*There are Nine (9) Board Member Seats Open:*  
*Four (4) Two-Year Terms & Five (5) unexpired one-year Terms for 2022 Board of Directors*

**3. What is your vision for First Street and how do you think the DBA can help achieve that goal:**

\_\_\_\_\_  
Business Owner/General Manager Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Business Owner Designee Signature

\_\_\_\_\_  
Date

*\* (If Business Owner designates an employee to serve, both the business owner and designee must sign application).*

### **DBA BOARD OF DIRECTORS**

**The DBA Meets Quarterly on the Second Tuesday of the Month at 9 a.m. @ Lucca's Bar & Grill**

January 11, 2022 / April 12, 2022 / July 12, 2022 / October 11, 2022  
Annual Meeting and Board of Director Elections: December 13, 2022

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Four (4) Two-Year Terms & Five (5) unexpired one-year Terms for 2022 Board of Directors*