Meeting Minutes
City of Davis
Downtown Davis Plan Advisory Committee Meeting
Senior Center Activity Room, 646 A Street
Thursday, April 19, 2018
7:00 P.M.

Committee Members: Michelle Byars (Vice Chair), Catherine Brinkley, Judy Corbett, Josh Chapman, Mary DeWall, Ryan Dodge, Cheryl Essex, Matt Dulcich, Justin Goss, Chris Granger, Larry Guenther, Rob Hofmann, Darren McCaffrey, John Meyer, Sinisa Novakovic, Eric Roe, Deema Tamimi, Randy Yackzan

Absent: Rob White, Meg Arnold (excused)

City Staff: Bob Wolcott, Diane Parro

Consultants: Dan Parolek and Mitali Ganguly (Opticos Design), Matt Kowta (BAE Urban Economics) Katie Durham and Isabelle Gaillard (AIM)

1. Call to Order and Roll Call
   a. The meeting was called to order at 7:00 PM
   b. Michelle Byars welcomed the DPAC committee members as Vice-Chair
   c. All committee members present except Rob White and Meg Arnold

2. Approval of Agenda
   a. Michelle reads over the agenda
   b. Michelle asks the Committee to accept the agenda. Cheryl Essex moves to approve, Darren McCaffrey seconds. The agenda is approved by consensus.

3. Approval of Minutes
   a. Michelle asks the Committee to approve the minutes submitted for the March 15 DPAC. Darren McCaffrey moves to approve, John Meyer seconds. The minutes are approved by consensus.

4. Brief Announcements from City Council Member(s), Chair, Committee Members, Staff or Consultants
   a. None.
5. Presentation by BAE of Economic Analysis Preliminary Findings

Matt Kowta presented his preliminary findings for the Downtown Specific Plan.

a. Larry: Of the 10,000-people commuting into Davis, are they not people working at UC Davis?

b. Matt Kowta: Yes – those are people coming to work in the City of Davis, not UC Davis, UC Davis is not part of the City.

c. Catherine: Do you have residential and commercial comparison prices for the area?

d. Matt Kowta: I’m not surprised by the prices of the commercial / residential sales, we can consider comparison data.

e. Judy: Over and over again throughout my career, I have needed a conference space in Downtown Davis, and I have not been able to find one, so I would add that to the list of wants.

f. Matt: Yes, good, I’m not sure what the status of the conference space at Richards Boulevard hotel is, but I think that was part of the need they were trying to meet with that proposal.

g. Darren: I just have a question about parking: Those comments were based on retail and business owners expressing their concerns, it wasn’t based on any data?

h. Matt Kowta: No, not based on surveys of customers, or there is a tremendous amount of parking data that we compiled for the Downtown Parking Committee, but this is retail and businesses saying, ‘the feedback that I get from my customers is there is a challenge in finding parking down here [Downtown Davis], therefore I don’t do it as much as I would.

i. Darren: In my experience, if you drive a block you can find parking. The numbers say there is always parking in the garages; I don’t know if that is a perception versus reality. I think there is a Catch-22: if you want more people to walk around Downtown, it’s going to be harder for people to drive Downtown. It’s already a nightmare when you drive in Downtown Davis during rush hour with the four-way stop – everyone I know from out of town just laughs at Davis’ four-way stops and say, ‘don’t even go near there.’ It seems that paid parking on the streets if Downtown should solve some of the issues of people parking Downtown who are only going to UC Davis or who work part time jobs, for workers who work in the businesses and park in a 2-hour spot and work 1:50, then come out and move their car – I don’t know if there are any numbers on any of these things, but people having to move their cars after 2 hours.

j. Matt Kowta: There’s a lot of information available on that. And there have been many recommendations over the years to look at different tools for parking management to make sure it is as efficient as possible – but the stories are real about people having problems getting customers in the door especially at peak times; Friday evening at dinner time, later on the evening, there are some real issues because we don’t have any parking controls after 6:00 p.m. Downtown. It remains a high-level concern for a lot of businesses who operate in the Downtown.

k. Chris: When I think about economic analysis, I’m reflecting back to some of our earlier [presentations] with Dan, looking at sales tax and property tax values, and I’m really interested in how the scenarios you’ve laid out have impact on those...
assumptions – I was wondering if we could see more data that can give us an idea?

1. Matt Kowta: There is a theme in that prior analysis of Downtown mixed-use development - any scenarios will play into high density development in the Downtown, generates a high level of property tax revenue per acre. Any of these scenarios are going to require densification in the downtown, they will play right into the narrative of high density development generating more tax revenue per acre. In that context – those kinds of ideas lead you to making the most efficient use of what’s arguably your most valuable real estate in the city by intensifying the use of it. There’s the other side – which is the fiscal impact – how much does new service cost? Later in the process, when the plan is taking shape, we will do some analysis of that net-city fiscal impact.

m. Michelle: To help facilitate, this is just conclusions of your overall summary, do you have more report coming?

n. Matt Kowta: Yes, because of the compressed time frame we are working with, we created the presentation and executive summary first, now we need to go back and organize all our data and need write a more detailed report of all of the findings.

o. Deema: I noticed one of the biggest omissions was the Farmer’s Market. When talk about about entertainment, you don’t tease out food and we do see that restaurants are a large taxable source. Looking at that and how much the Farmer’s Market brings in, and you’re also talking about art being more attractive to an older audience – what are your thoughts about analyzing food as a potential economic growth and for helping out the Downtown?

p. Matt Kowta: I think food is a key driver for the Downtown – there is probably a lot more opportunity to get into the details. One of the things we want to understand if our destination restaurants are having success attracting people from the city and outside the city – we could not get any of them to talk to us, so I don’t have that information. We know we have a lot of quick-service/fast food, but can we offer a more dynamic range of restaurants to attract a broader cross section of the community.

q. Dan (Opticos): I was looking at Matt’s findings, and I was thinking of something like the Oxbow market in Napa and the Healdsburg market as well – I’m trying to understand what it took to attract that kind of use and try and create an opportunity to bring this kind of thing to Downtown Davis. Perhaps some how it can be involved with the University and incorporate some kind of meeting space or classroom.

r. John: The planning area information we had – we are challenged because we think we can compare ourselves to Portland and Denver – in the detailed report can you report the sales tax data in the city boundary and the planning area boundary. The planning area has political boundaries, that might be a conflict for the City, since the sales tax generated from the University goes to the county, so it’s a political problem not a geographical problem.

s. Matt Kowta: I have to report it on a jurisdictional level. City of Davis, Yolo County-wide, we can get the unincorporated county information. It’s difficult for us to zero in on the City of Davis.

t. John: Looking at Doby’s comments, there was one big elephant – how much sales tax is being generate by campus?
u. Matt Kowta: It would be great to know exactly how much sales activity was happening on campus; Yolo County has that information on a confidential basis. We have commercial estimates.

v. John: My second question is in terms of the housing demand: 70% of all faculty for 2028 will be hired between now and then. So you’re looking at another demographic shift, there are a lot of people staying in Davis. That demand plus the bay area overflow could be a little scary in terms of housing, but the demand is there.

w. Sinisa: One of your first slides is talking about the development of a pizza restaurant – he paid $1,000,000 for a lot – and he’s building a 2500 square-foot restaurant – that’s $400/square-foot – there’s no way he could make enough money. No developer would touch it.

x. Matt Kowta: A lot of development activity is related to owner-user. There’s a different economic equation for owner-user properties. From a development/leasing aspect – to build and lease out makes no sense, we’ve spent some time taking a look at it, but he’s running a business, and he’s making his money from running the business, so there’s a chance to build equity, that’s different than a way a developer would look at it. If that’s what is costs to purchase a space Downtown – it would work if you can create a higher density. So, what’s the appetite for that density, who would go there and what’s the right way to manage it in terms of a development strategy?

y. Catherine: We have a service sector that commutes into Davis because they cannot afford to live here, and we are a bedroom community, the people who support our Downtown are the students, and catering to what they want is the missing piece in the conversation. We need to address this issue now because they are our primary supporters of Downtown businesses. It would also be wonderful to have data on what up zoning might do in terms of taxes to service ratio - so what would happen if the banking ordinance were overturned and 70,000 square-feet of retail plus their parking lots became 3-4, or 5-7 stories – what would that do for the city finances?

z. Matt Kowta: Having done fiscal impact projects for the city over the years – those projects we analyzed before had average selling points of $500 / square foot or were $1000 / unit. They would look very positive from a fiscal impact. We will be doing more fiscal analysis later in the process to explore that question.

aa. Dan (Opticos): During the charrette, we will be studying those capacities: high, medium, low – we will be studying a range of programs that will plug into Matt’s work.

bb. Justin: You talk about how the proportion of sales tax to restaurants increased over time – did the absolute value increase simultaneously?

c. Matt Kowta: That was enough of an increase that it represented a real increase in restaurant sales.

d. Justin: So, should we diversify more or play our strengths?

ee. Cheryl: Regarding the residential real estate market, you mentioned that there are lots of single family homes Downtown that are being used for businesses – are those counted as residences or business?

ff. Matt: Businesses – that information comes from the American Community Survey, part of the U.S. Census.
gg. Darren: Many people want pedestrian only streets in Downtown – if done correctly it could liven Downtown up a bit. People also want a destination restaurant – not sure what that means but it’s not satisfying City residents, it’s catering to the students. It is not satisfying the desire for fine dining, people want something small and intimate. People desire live music downtown as well.

hh. Chris: One thing, around culture – I think we have a growing sustainability culture – we hear this theme, and we should keep that as a focus on the key aspects within the design of the plan. We should create a space that is sustainable and interesting. Referencing your report and transportation and the value of our tax assets through the sales of cars – cars are changing, and we lost our gas station downtown which did contribute to the sales of Downtown – thinking about how our sales and usage of electricity connects with the resources of Downtown is something we should pay attention to.

ii. Randy: One comment on retail – you mentioned the rents: $2-$3, $3 was high when we got involved in retail, I believe the Walnut Creek people came up needing $4/ foot to cover their taxes. I think Philz is paying $4 / sq. foot, they’re busy enough to pay their rent, but that’s expensive - it’s a problem filling up the existing retail we have. Same comments on residential – there are 8,000 heads that are planned now, which would relate to maybe 3,000 units that are close to Downtown – referencing your presentation, that 209 number seems low. I think our current zoning is student housing is 20 units per acre – our highest is 30 units per acre. I think we want more residential Downtown, so we are approving thousands of units near Downtown.

jj. Matt Kowta: I do think it’s very low, especially since the university is a big driver of demand – that number could be much higher in terms of demand. But where are our sites to do that? Hopefully the work that Opticos can show us where we can do so and how we can do more.

kk. Dan (Opticos): I would like to take a different approach and say in the ideal plan – we want to see how many we can accommodate within the next 10 years – but how much is practical? I would be greatly disappointed if we only build 200 units in Downtown. We will show next week the capacity of Downtown housing.

II. Cheryl: It’s very important to include Central Park on the performing arts centers list, same with Odd Fellows Hall and the Davis Community Church Hall

Public Comment

a. Joshua Cunningham: Have you looked at current financial efforts on campus versus the city – the student population is growing, and the university has projections on how many students will be on campus housing – have you aligned their projections on where they want students to be living, on-campus versus off-campus?

b. Matt Kowta: We don’t have those projections in detail, we have done research on pipeline residential units in the city, which are 1800 multi-family units approved. Additional units on the campus would be another factor.

c. Todd: I think the future is here – UC Davis and the city are going for funding for an autonomous shuttle to go through campus. That can help parking. Yolo Bus also runs autonomous shuttles on fixed routes – there’s a lot of potential there if we focus on peripheral parking as a way for the region to access the city. Electric bikes are coming to the city next month in a big way – this will be very interesting for the city – people can go farther. Future is not tomorrow, it’s today.
d. Doby Fleeman: I have quite a few employees that work Downtown. Has a working group been established in recognizing the employees of downtown? Paid parking is an issue for parking. Might be useful to incorporate a group representing employees / students.

6. Comments Submitted on Existing Conditions Analysis
   a. Catherine: I didn’t see a section devoted to energy or energy supply – this would be really helpful when looking at sustainability (solar, heat, etc.) especially when we move forward with more development.
   b. Bob: Our process is on to visioning and planning. The reality is we need to move past the existing conditions report but we will take corrections and post ideas that may be considered during the process.
   c. Chris will send further comments to Bob, Bob will add it to the Existing Conditions Analysis comments.
   d. Larry: This is a procedural question – taking this existing condition information and the results of the charrette – how to we go through the steps and move forward?
   e. Michelle: See item seven.
   f. Catherine: I don’t see anything addressing greenhouse gas emissions and energy supply breakdown portfolio – how to we address that problem during the charrette process? We should be planning now.
   g. Mitali: The environmental process happens later; this topic will be covered in that process.
   h. Chris: It’s in the document, our environmental plan is old and there is a tremendous amount of work that needs to be done to add that information into the process and general plan.

Public Comment:
   a. Nicole Gray: Is there a specific focus on low-income communities, especially in the existing conditions report and how our planning will address their needs?
   b. Cathy Forkas: Thinking about the charrette notification – it has a flaw for people who work 9:00 -5:00 – they are not available during that time.
   c. Michelle: We have evening workshops.
   d. Dan: They do not need to be present the entire length of the charrette to have meaningful feedback. People can simply find one or a couple of times to come and participate, during a meeting or during the open studio after work. There are opportunities on Wednesday and Thursday until 8:00 p.m.
   e. Cathy Forkas: During the brownbag lunch, is that a separate area where people can come make comments?
   f. Mitali: Open studio is always open there just may be a meeting during the presentation.
   g. Doby Fleeman: I had previously asked on several occasions if I could get employment census on the Downtown area on what kind of jobs people have and what the compensation is. Similar information would be interesting from the 10,000 residents who are commuting out every day as well. I think it’s relevant to the potential of the Downtown Plan.
   h. Matt Kowta: On that point, the city has been going through the process with the State Employment Development Department to get confidential employment data on a site-
by-site basis that we can analyze. We will have much more detailed employment data when we get our report.

i. Doby Fleeman: I heard about a lot of larger cities – the employment demographics are important for the potential of those communities’ downtown areas, in terms of the number of people that are able to pay the rent. I think if we talk about these other communities and what’s been possible to achieve in those communities, we should somehow contextualize it.

j. Darren: What is M.U. 2.0 from your comments?

k. Doby Fleeman: UC Davis has created great microcenter of commerce for students, which is good for the students. But back in the day people used to buy from a local City of Davis business, which is a different tax jurisdiction than the City of Davis. In 1962 sales tax was initiated in CA – so no one was paying attention to whether taxes were being generated in the city or at UC Davis. As we see a projection of student growth, we plan for it, we need to transform downtown into essentially the Memorial Union for the Downtown.

l. Larry: Campus stores close at 5:00 p.m., and there’s no alcohol.

m. Michelle: I am a student – I will provide my experiences acquiring information from students, both undergrad and graduate students. There’s a lot of potential for housing and retail.

n. Cathy Forkas: For people who cannot come to next week – how can they get a sense of what’s been done? How do those people provide comment?

o. Isabelle Gaillard: We will have a virtual workshop that will launch between charrette number 1 and 2 that will ask questions based on the charrette. We will advertise it similarly to the charrette.

p. Mitali: There will also be a PowerPoint summary report with all of the drawings, etc. That will be on the project website. We are aiming for a week to 10 days after the charrette.

q. Cathy Forkas: We should try and have the next workshop at the Outdoor Davis venue: it has large windows and is central to Downtown.

r. Isabelle Gaillard: That property is under lease currently, we did look at it.

7A. Roles of the Downtown Plan Advisory Committee
Michelle announced that all DPAC members would share how they have notified their community about the charrette so far.

a. Larry: I am a representative for Old East Davis – we had a neighborhood association meeting for Old East Davis to update them about the progress we’ve made and got people conversant with the website, the new website is great!

b. Mary: I did Davinci High School and carry the post cards in my purse. I also did the library.

c. Rob: I sent emails to my contacts, I like seeing post cards around town.

d. Josh: I sent out an email list to 700 businesses on our email list and handed out fliers.

e. Cheryl: Davis community church patrons are interested – we have bulletin boards outside and are sending out information on their e-blast on Friday, and I am putting up the flier in my health club.

f. Chris: Most of my outreach has been through Cool Davis –Bob came and spoke, we’ve done an e-blast and earth day newsletters, had post cards out at the event last weekend. I’ve been wondering if the neighborhood association leaders have been
contacted and encouraged to put information out to their lists. There are 40-50 in the city.
g. Diane: Yes, they were – sent to all of the leaders.
h. Sinisa: I tell people in the store and on social media.
i. Catherine: I’ve posted on Facebook, neighborhood gatherings, posted on campus, I’m bringing my class 10:00 – 12:00 on Wednesday at the charrette.
j. Judy: I’m sending out the email.
k. Ryan: I spoke to neighbors.
l. Randy: I’ve posted on my social network, property owners know – Jim Stevens will be attending.
m. Deema: I posted on Facebook and Instagram, took fliers to businesses around the city, I also put fliers in West Village.
n. Darren: I placed fliers at all school sites and sent an email to schools in English and Spanish (DSHS was not receptive).
o. Michelle: I posted in buildings around campus, I posted on social networks, I also gave a stack of post-cards to one of the business owners Downtown.
p. Bob: We sent mailers to all property owners in the plan area. Mailed invitations were sent to all city commissions.
q. Isabelle Gaillard: We created the DPAC toolkit. Post card verbiage on what to expect. We went through the whole notification plan, service clubs, transportation / active transportation etc. we’ve been sending out emails through website sign-ups, workshops – over 800 people. Over 250 opened their emails. We sent out a media release – the Enterprise picked it up. Informational video series on City’s Facebook and posted on the website. The website has a specific charrette section. Poster series around Downtown are up – we went to where they are posted with additional banners highlighting the charrette. We’ve worked with Randii to get the Farmer’s Market to post a-frames at the market every Saturday and Wednesday market. We walked around and dropped off fliers to businesses around the church. We keep maintaining the website and created a social media schedule for the City of Davis. What’s to come: more informational videos to promote the brown bag lunches – we will provide them for the city to post the day before. We will be filming the rest of the week through Thursday for each Brownbag Lunch. A virtual workshop is coming and will be in between the first and second charrette.
r. Bob: Please know that the staff and consultants will do everything we can to respond to your suggestions best we can, as long as we stay within the project timeline and budget. Please remember that our ultimate objective is to come up with a form-based plan. The DPAC can subcommittees of a limited duration and if they can be formed for specific purposes.
s. Bob: To clarify the “limited duration” of subcommittees: they should be specific enough to discuss a topic, make a recommendation, and bring it back to the group, then the group decides.
t. John: When are suggestions appropriate? Let us know when certain topics are OK to comment on, so we can have an idea of where it will go and how the information will be used so that everyone’s input will be heard.
u. Bob: I will prepare a master list of all ideas and suggestions and, if appropriate, compare it to whether or not it is in scope and/or budget.
v. John: Make sure there is a suggested action.
w. Michelle: I might suggest that the random ideas should go to Opticos to be added into the plan. If the committee needs to work on them, that’s a different kind of suggestion.

x. Catherine: The language in the existing conditions report is confusing and doesn’t clarify specificities. How much emphasis are we putting on new initiatives? This is so we have an idea of how big this gets and how long it will take. There are no specifications.

y. Bob: There are several new requirements for general plans – they don’t reflect requirements for specific plans. The plans will need to be consistent – general and specific plan. New requirements for general plans need to be kept in mind for specific plans because the two plans will need to be consistent even though the requirements aren’t necessarily the same.

7B. Review of project planning process and timing of DPAC recommendations (Opticos)

a. Mitali: We don’t have a set number of DPAC meetings – our understanding is that they will be scheduled as needed. Immediate milestones: The First Design Workshop – there are 2 DPAC meetings in the next week during the ongoing design process. Immediately after there will be a charrette summary report – we will have a virtual community workshop, following that there is a DPAC meeting May 31. An opportunity for us to tell you what we have done with the workshop feedback, and an opportunity for feedback on all info will be collected. We want consolidated feedback during the design process.

b. Larry: Will we discuss how we get from the existing conditions to the “dream”? More than just comments?

c. Michelle: I suggest we take these topics to discuss to focus on certain topics for a denser conversation. We should have an agenda call for specific topics.

d. Dan: After next week I think it will be much clearer which topics you will want to decide to discuss. It will also be clearer as to why you don’t need to go back to the existing conditions report.

e. Mitali: During the charrette we want feedback not only from the DPAC but also the general community. We are very confident that this will be very comprehensive. Hopefully feedback we can bundle into the final product before the week is over.

f. Bob: Another milestone I am looking forward to a joint planning commission and council meeting. This will address the emerging plan and discuss the areas of consensus and differing opinion. We will need a DPAC meeting to talk about what we are taking to the planning commission council and what recommendations and suggestions we will take for the council.

g. Darren: Can we have meeting date changes sent to us ASAP – just a general note.

h. Cheryl: At this point, our role has been collaborative, but where does our presenting role come in?

i. Michelle: After the charrette we will be presented with some things to make recommendations on (group recommendations).
7C. Discussion of ad hoc subcommittees, receive suggestions. 
Decision: appointment of ad hoc subcommittee as needed. Taking time from 9 to discuss this topic.

a. Michelle: Meg sent out a note to think about which ad hoc committees we would need. Deema, Judy and Catherine formed an ad hoc because they were concerned with AIM’s outreach. Ground rules for creating an ad hoc:
   • If there is a subcommittee they will take notes and report to entire committee
   • It will be capped at 7
   • There will be a summary of the meetings that is given to the chairs of DPAC
   • All communication to consultants will be sent to the chairs first to mitigate confusion and keep everything transparent.
b. Ryan: When you say the committee should be capped at 7, does this include liaisons that are not DPAC members?
c. Bob: No, just voting members. A subcommittee is making recommendations.
d. Ryan: The Bicycling Transportation and Street Safety Commission created a subcommittee to look at parking, particularly parking minimums. Todd is part of the subcommittee. He has expressed interest to me to have some kind of joint sub-committee – not sure how it works, there are options.
e. Larry: A huge portion of feedback I’ve heard isn’t necessarily pedestrian safety, it’s in regard to bike safety – car to bike interactions seem to raise concern – is this a good idea to have a subcommittee for this?
f. Michelle: Do we want an ad hoc committee for transportation? Everyone should email the chairs if you have input.
g. Bob: I suggest waiting and see what emerges after the charrette before considering the need for subcommittees.
h. John Meyer: Committees formed around interests should have a balance of views.
i. Michelle: We should vote on a subcommittee and vote to appoint people to a subcommittee. I think we should all wait until after the charrette then decide on which subcommittees.
j. Chris: It sounds like subcommittees need a direct crusade, the entire DPAC should decide on if the specific topic should have a subcommittee.
k. Ryan: I move to table this item until the next meeting
l. Darren: I second that.

Public Comment

m. Todd: Idea is we need a smooth and friendly connection to the south side of Davis. Energy supply: look at Paris – they need green roofs and solar panels – good thing for a form-based code.

n. Shelly Gilbert: I drive to Sacramento for work – I’m happy to see the centrality of arts and culture in this Downtown – where there are things to do there is a vibrant downtown. I think we could go deeper – there are some places that are of cultural vitality – restaurants are music venues. Sacramento is going through cultural planning with one of the more revered cultural planners of the United States – David Sanders – I think there is a lot of learning we could do with our neighboring city.
8. Public Comments on Items Not on the Agenda
   a. None.

9. Committee, Staff or Consultant Communications
   a. None

10. Next DPAC Meeting Date and Adjournment (9:30 PM)
    The next DPAC meetings will be held during the Design Charrette held April 24th through 28th at the Davis Community Church Fellowship Hall, 412 C Street, specifically at these times:
    • On Thursday, April 26th at 6:00 PM including the informal mid-point presentation; and
    • On Saturday, April 28th at 2:30 PM following the closing presentation / open house.

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