**BID BOARD MEETING MINUTES**

**Wednesday, January 24th, 2017**

**LOCATION: BANK OF MARIN CONFERENCE ROOM**

1. **Call to Order 8:20am**
2. **Roll Call:**
   1. Attendees: **Board:**, Jed Greene, Adam Dawson, Bonnie Ayers Namkung, Jaime Ortiz, LeAnne White. **Absent:** Jeff Brusati, Melissa Prandi. **Staff:** Amanda Lennon, Eda Lochte.
3. **Approval of Minutes:** 
   1. **Motion: Jed motions to approve the minutes from November. Bonnie seconds. Motion passes unanimously.**
4. **Public Comments:**
   1. Rick Lewis, Event Coordinator for May Madness, gives quick event update report. New sponsors this year include Mercedes-Benz of Marin and O’Reilly. Additional event elements include a drivable car experience, a tiki-themed DJ booth, Ann Brewer’s band, and an Elk’s club sock-hop. Beer will be donated by Lagunitas. Next event meeting February 5th at 4pm at Bank of Marin.
5. **Board Member Comments:**
   1. New board members needed. Potential candidates include Joseph from Bordenave, Rob Burke from McRoskey Mattress Company, Jeff Miller from Extreme Pizza, Ryan from Tempest Salon, Wayne from Body Kinetics, and Stephanie or Trevor from Pond Farm Brewing. Current board members to follow up with the above to ask about joining.
   2. Jaime would like to pursue redoing the lighting in the district as part of the BID’s overall beautification efforts. This would include removing old lights from the trees and replacing them. **Motion: Jed motions to allocate $10,000 of the BID’s budget to a new ‘beautification fund’. LeAnne seconds. Motion passes unanimously.**
   3. The downtown San Rafael 20/20 plan being spearheaded by the City of San Rafael meets the 2nd Wednesday of every month. Eda to attend.
6. **General Business:**
   1. **Website Update:**
      * Website is in progress. Currently, the new website is a clone of our old one, but Amanda has met with Abby Kojola regarding updates and those updates are currently being undergone. The board comments that a new logo is needed, and a potential branding effort is discussed. Jed and Amanda have graphic design contacts who will be contacted.
   2. **Staffing:** 
      * Amanda has resigned as Executive Coordinator, and will be assisting with Eda Lochte’s transition in as the BID’s new Executive Director. **Motion: Bonnie motions to add Eda to the bank accounts as a signer and remove Amanda.**
   3. **BID Office:**
      * The BID office has not been used in several months, and it is proposed that releasing the office might be a good way to save $500 per month, if it is not necessary. Eda to explore the idea and see how she feels as she gets acclimated. Factors to consider: storage, workspace for any potential future interns or other staff.
   4. **BID Meetings:** 
      * BID meetings have been changed to occur on the third Thursday of every month, from 8-9am in the Bank of Marin conference room.

**Adjourn at 9:22am.**