**BID BOARD MEETING MINUTES**

**Wednesday, November 1st, 2017**

**LOCATION: CHAMBER OF COMMERCE CONFERENCE ROOM**

1. **Call to Order 8:10am**
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 **City:** Danielle O’Leary.
3. **Approval of Minutes:** 
   1. **Motion: Jed motions to approve the minutes from September. Adam seconds. Motion passes unanimously.**
4. **Public Comments:**
   1. none
5. **Board Member Comments:**
   1. **none**
6. **Discussion of 2017 and 2018 Work Plan:**
   1. **Board Changes:**
      * Due to recent resignations, the BID would like to invite applications for potential directors. All current directors encouraged to seek new potential board members for election to the board prior to the BID’s City Council meetings for renewal.
      * The BID bylaws are vague about how we replace directors, and the board would like to ensure that, going forward, the bylaws are revised to ensure that they are straightforward in future.
      * New executive committee officers were voted on. **Motion: Adam moves to approve adding Jed Greene as Treasurer, Bonnie Ayers-Namkung as Secretary, and LeAnne White as Vice President. Jed seconds. Motion passes unanimously.**
   2. **BID Finances:**
      * Board approves rent increase from $300-$500 for BID office space. The tenant who was sharing the space is leaving, and the BID will be taking over the office fully once they leave. **Motion: Bonnie motions to approve the proposed BID office rent increase. LeAnne seconds. Motion passes unanimously.**
      * Given recent changes in officers, signers need to be replaced on the BID checking account.
      * **Motion: LeAnne motions to remove Matt Haulk and David Haydon as signers, and add Bonnie Ayers-Namkung. Jed seconds. Motion passes unanimously.**
   3. **BID Renewal:**
      * Danielle clarifies that the BID’s renewal dates with the City Council will be December 4th and December 18th. The BID will be included on the consent calendar for the first meetings, and the second will be the formal public meeting.
7. **Other Items:**
   1. **Happy Hours:**
      * The BID’s happy hours are chronically under-attended. The board discussed ways to improve this attendance and ensure that these events are valuable. Some suggestions included getting a speaker for each event by combining our safety and parking meetings with the happy hours for a more informational draw for members, and hosting the meetings bi-monthly. The board committed to hosting bi-monthly happy hour events with efforts to improve attendance through July 2018, then to reassess success at that point.
   2. **Website:**
      * The Downtown San Rafael website host is ceasing operations effective December 31st. As a result, the BID needs to find a new website host and have its website redone. The board approved this change via the following motion. Amanda to seek new website creation from within the district if possible. **Motion: Jed motions to approve a website redo with initial costs not to exceed $2000 initial setup or $100/month maintenance. LeAnne seconds. Motion passes unanimously.**
   3. **Events:**
      * The BID needs to purchase its own tents, tables, and PA system for events going forward, in order to be self-sufficient and professional. **Motion: LeAnne motions to approve BID spending to purchase tents, tables, and a PA system for BID events. Adam seconds. Motion passes unanimously.**
      * The Wine Stroll event P&L is nearly finalized, with the Wine Stroll event in the black by a few hundred dollars. Plans are in place to take what was learned at this year’s event and move forward with another Wine Stroll in the spring.
      * This year’s annual Downtown Trick or Treat was a huge success. Amanda organized the San Francisco Boy’s Chorus to perform, Foster our Future of Marin County to represent their organization with a table, and collaborated with Woodland’s Pets to facilitate their pet parade and costume contest, as well as puppy adoption event. Next year, more focus needed on ensuring foot traffic on the west end. Approximately 600 people attended this year’s event, up from 400 in 2016.

**Adjourn at 9:36am.**