**BID ADVISORY BOARD MEETING MINUTES**

**WEDNESDAY, APRIL 12th, 2017**

**LOCATION: CHAMBER OF CONFERENCE**

1. **Call To Order 8:06am:**
   1. Attendees: **Board:** Bonnie Ayers Namkung, Jed Greene, David Haydon, Leanne White, Jeff Brusati, Jaime Ortiz, Adam Dawson. **City:** Tom Adams. **Staff:** Amanda Tryon **Absent:** Melissa Prandi, Matt Haulk
2. **Public Comments:**
   1. Jeff says that T&B Sports has sold their location in Santa Rosa, and that it is a positive choice for the company and they are excited about what comes next.
3. **Approval of Minutes:** 
   1. **Motion: Jeff motions to approve the minutes from February 22nd. David seconds. Motion passes unanimously.**
4. **BID Update:**
   1. Tom discusses what the BID is and how it works, specifically why there are currently two separate boards operating as one. He details how big the BID is, who the members are, and how much they pay. He clarifies that the BID is not meant to offset city responsibilities. He specifies that the advisory board is the same as the BID Corp, and that the two will be combined soon. He mentions and explains the Brown Act, and describes the process of City Council renewal each year.
   2. Tom further states that it is important to focus on outreach to members.
5. **Appointment of New Board Members:**
   1. **Motion: Jeff motions to accept all four new board members. David seconds. Motion passes unanimously.**
6. **Events:**
   1. **May Madness:**
      * May Madness will be held May 6th, from 12-6pm, and volunteers are needed. The goal for this year is to make the event sustainable for future years – the goal is for it to be profitable and for that money to be placed into a bank account (managed by the BID) for future years.
   2. **Farmer’s Market:**
      * Begins this Thursday. Shayla Moran who runs the event has been invited to become a voluntary member. Tom Adams to research locating the farmer’s market booths in the middle of the street.
7. **Downtown BID Transition Administration:**
   * + We need to schedule a board member retreat to familiarize the new board members with the BID and to create a work plan and vision for the 2017 year. Board retreat scheduled for Wednesday, May 10th 8-11am in the back room at Il Davide.
     + Once monthly meetings for the board will be held on the 2nd Wednesdays 8-9am in the Chamber of Commerce conference room. Amanda will reserve monthly.

**Next Meeting: May 10th, 8:00am-11:00am.**

**Adjourn at 8:56am.**