**BID BOARD RETREAT MINUTES**

**WEDNESDAY, MAY 10th, 2017**

**LOCATION: IL DAVIDE PRIVATE ROOM**

1. **Call To Order 8:09am:**
   1. Attendees: **Board:** Bonnie Ayers Namkung, Jed Greene, David Haydon, Leanne White, Jeff Brusati, Jaime Ortiz, Adam Dawson. **City:** Tom Adams, Danielle O’Leary, Mayor Phillips. **Staff:** Amanda Lennon **Absent:** Melissa Prandi, Matt Haulk
2. **Public Comments:**
   1. None
3. **Approval of Minutes:** 
   1. A few changes suggested to attendee list, location and date.
   2. **Motion: Bonnie motions to approve the minutes from April 12th with mentioned changes. Jed seconds. Motion passes unanimously.**
4. **Board Member Comments:**
   1. Leanne mentions that Incavo recently opened a new location in Petaluma and that she will be moving back and forth between the two locations.
   2. Jaime mentions that May Madness was on Saturday and it went well, Amanda and Jeff both say that the event was well attended and attendees seemed happy with it.
   3. Jeff mentions that the city has been meeting to discuss the new wayfinding/parking study, and that the next meeting is Tuesday at 2pm in City Hall. Amanda to attend.
5. **BID Board Member Applications:**
   1. The BID Board has receive two applications for their West End Board Member position. The board was given a few minutes to look these applications over. After discussion, the board decides to fill both available seats with the new applicants.
   2. **Motion: David motions to replace the seat left open by Maria Bernier with Sherene Chen from Bloom Marin. Bonnie seconds. Motion passes unanimously.**
   3. **Motion: Jed motions to add Dezzy St Andre to fill the open seat on the board. Jeff seconds. Motion passes unanimously.**
6. **2017 & 2018 BID Budget and Work Plan:**
   1. Jaime states how important it is that we prioritize communication and outreach with our members, especially through a member mixer and potentially a new survey. He stresses the need to encourage engagement, for which we need emails from our member base. Tom Adams states that he can provide some from the city and will send to Amanda.
   2. The topic of safety is brought up, and all board members are in agreement that the BID needs to address the safety issues which affect our members. In the past, the BID has served on a safety committee as advocates for their members, and this would be a good step. Further, Danielle suggests the creation of a virtual toolkit for members which would have clear instructions for who to contact/call in each scenario, as well as resources and phone numbers for important divisions of the city. Amanda and Danielle to plan how to disseminate this toolkit.
   3. Regarding BID finances, Jaime and Tom both give a brief updated. Jed is asked to take over managing the BID finances, and agrees. It is discussed that between May and October is usually the heaviest time for BID spending, but that the city does give the BID a second, smaller check of the assessments in October as well. It is agreed that Brandon Dante from Books in Balance will be retained to do the BID’s taxes.
   4. The board spends time deliberating staffing issues. The board decides to offer Amanda the position of Executive Coordinator at approximately 80 hours per month, at $40/hr. Amanda accepts.
   5. A marketing and events discussion commences. The city has offered to contribute funds to the BID if the organizations creates a proposal for them. Danielle suggests implementing the Go Local/Shop Local program, as it is very successful and also straightforward to implement. It is also mentioned that the BID has the option of contributing to events and initiatives in several different ways, not only monetarily, but also through staff time and marketing and other in-kind options.
   6. Amanda and Tom give a brief overview of previous events that the BID has produced, including Artists in Action, Trick or Treat, and the Wine Stroll – all non-street-closure events which could be produced again, either by the BID alone or with a producer. Leanne and David both agree that with their wine connections they think that the wine stroll could be pulled off much more easily than in previous years. Specific details of which events will be undertaken are passed along to a newly created Event/Marketing committee made up of Jed, Leanne, David, and Dezzy. Amanda to communicate with the committee and set a meeting time and agenda.
   7. Bonnie suggests that we also focus our efforts on something which benefits the downtown but is not event-related, such as streetscape and beautification. Tom mentions that the city is working on a demonstration corner at the corner of 4th and A streets, and that the BID could join in those efforts.
   8. Marketing efforts for members are also recommended, including updating the membership directory on the BID website.
   9. The Made in Marin event being pursued by the city and the chamber is an event which originated from the BID and which he Bid may well be able to support in valuable ways.
   10. It is determined that the BID’s general meeting will be held on Wednesday, June 28th from 5:30-7:30pm.

**Adjourn at 11:00am.**