**BID ADVISORY BOARD MEETING MINUTES**

**WEDNESDAY, September 13th 8-9AM**

**LOCATION: Town Center Confererence Room**

Present: LeAnne, Sherene, Melissa, Jaime, Bonnie, David, Jed

Guest: Joel Eis, Rebound Books

Sherene moved to approve minutes of prior meeting. Melissa seconded. Passed.

**Public comments**  
Joel (Rebound Books in West End) was on board for 6 years. Proposed a repeat of a former BID-sponsored event, Litquake. An international event that’s been held in SF, London, LA, etc. Many local writers in Marin so this is a good place to hold it. Gets int’l. attention through the national organization. In 2016, got small sponsorships so net expense to the BID was $1,294. Had 100+ writers, attracted about 500 attendees, a lot from out of town. Proposed holding next one Sept. 2018. Would like to come back and discuss in Feb. or Mar. with BID board. No street closure required. Asked for BID endorsement to go to Target committee for support. BID put up $4,280 up front and contributions offset most of that expense. Will apply for $5,200 from Target fund. Would like to attend another BID meeting to discuss events for West End.

**Collaboration with Chamber**  
Chamber requested to oversee the organization and help manage events. The problem is that the BID has no consistent presence because Amanda is not fully available. The group felt that being overseen by the Chamber was unnecessary. Melissa moved that at this time the BID board remain separate but collaborate on events. Second by Sherene. Passed.

**Suggestion**Put out a calendar of all meetings because board members are not sure where or when they will occur. Rafael Town Center conference room was proposed as the consistent meeting place. LeAnne moved calendar be posted on the BID site and emailed to announce meeting date and place. David seconded. Passed.

**Finances**Jed said the budget will allow us, if we choose, to incorporate Litquake into the budget. Jaime heard that Litquake SF was disappointed in the San Rafael event in 2016 and that the organizer was difficult.   
  
The board would allow a $2,000 budget for West End Village Festival event for 2018 as it seems it won’t happen in 2017. Regroup in March/April for and Adam, the organizer, will try for fall 2018.   
  
Budget and 2018 plan to be presented to City in October. Send corrections to Amanda and Jaime.

Jed pointed out the reserves for additional initiatives. He moved to approve budget. Sherene seconded. Budget approved by vote.

**Annual Report**First draft was provided. Discussion on fleshing out the section on work that’s been done:

* marketing pieces
* separate website
* walk the streets and talk with merchants
* G Square event
* Board retreat
* Annual meeting/mixer with members at Il Davide

**Wine stroll**  
Proposed ideas:

* Rack booklet for train station listing downtown merchants
* West End and central downtown check-in and music
* Get photos at West End and main part of 4th

Downtown Streets Team needs a new truck. Promote the wine stroll as raising money for that—20% of proceeds goes to Sts. Team.

Have a car dealer put a new truck in the plaza to show.

**Eda Lochte**   
Need an additional employee to assist Amanda. Eda Lochte has BID experience. Jaime and Amanda will interview. Will add a bd member to interview.

**Other ideas**Beautification – Amanda looking at planters for downtown. Hanging planters would be ideal, so they’re not accessible to vandalism.

Light pole banners – advertise events and members can sponsor them.

Get Tom free tickets to wine stroll. Danielle will come to our meetings from the city now.

Send a volunteer application to members to be part of wine stroll. Need sponsorships.

**Trick or Treat event**  
Town Square is reserved. Have all tangible things for the event lined up. Want to set up a check-in on the West End as well.

**Board resignations**Dezzy St. Andre resigned from board. Matt Haulk resigned, no longer has time to participate.

Bonnie moved we accept board members’ resignations. Melissa 2nd. Approved.

Another West End board member to replace Dezzy would be good. Will need new officers for next year’s board.

LeAnne will be working for Prandi Properties starting immediately and continue working with Incavo to do their marketing work.

**Meeting adjourned.**