

BID BOARD MEETING MINUTES

Thurs., Feb. 16, 2018

Bank of Marin Conference Room

1. Call to Order - 8:10 a.m.

2. Attendees

Board - Jaime Ortiz, Jed Greene, Adam Dawson, Bonnie Ayers Namkung, LeAnne White

Staff - Eda Lochte

Member - Sharon Christovich, Folk Art Gallery Absent - Jeff Brusati, Melissa Prandi

3. Minutes from previous meeting approved unanimously

4. Public comments

Sharon Christovich expressed the need for the BID to communicate their plans and actions to members. Noting her BID fee is now higher than her business license fee, she especially wants more information about how it is being spent.

Her questions, comments and suggestions:

- more transparency, including meeting times, agenda and minutes on website
- when will the promised safety contact list be distributed
- she tried to volunteer for the wine stroll, no one contacted her
- more communication would attract more volunteers
- no opportunity to participate in budget process
- largest budget amount is May Madness, many surveys show it's least popular event among downtown merchants
- post no-parking signs immediately before events, rather than a full week in advance. And take them down immediately after event to lessen disruption for merchants.

Jaime responded - website had not been accessible because company hosting it was going out of business. Now site is transitioned to new provider and is being perfected.

Board meetings are now 8-9 a.m., on 3rd Thursdays. Mixers will be held once a quarter on the 1st Thursday and will include speaker that adds value to members.

As soon as minutes are reviewed and approved (at following board meeting), they can be uploaded to site.

Will post requests for help on specific events on website. Intend to email agenda and approved minutes to membership.

Sidewalk sales were discussed. Sharon said retailers are interested and Jaime explained optimal dates will be surveyed.

5. President's report

May Madness – 30th anniversary of event

Sat., May 12, noon to 6

Parade - 5:00

Afterparty - 6:00 at Elks Club. Pride and Joy nearly confirmed at the dance band

Last year 175 cars on display, aiming for 200 in 2018. Will feature replica of the *Bullitt* car, owned by GMP Cars, that Steve McQueen drove in San Francisco in the movie 50 years ago. West End venue will show electric vehicles. Will give local dealerships first option to exhibit. Goal - give 100 test drives in EVs with pitstops in the West End to businesses further exposure. EV event will start at 4:30. Mike's Bikes will show electric bikes.

Office space - BID gave 90-day notice to Chamber on moving out, as Eda has a home office. Savings of \$500/month. Archival files will be held at Bank of Marin and event gear (tables, PA system, etc.) can be stored in Mike's Bikes warehouse.

Events committee meeting – planning for sidewalk sale and to calendar upcoming events – tentatively March 14, 6:30 p.m.

6. Treasurer's report

Jed is going through old files and finishing 2017 1099s.

7. ED report

California Main Street Alliance - Bonnie and Eda are going to Pleasanton next week for a conference about opportunities, fresh ideas and best practices for revitalizing downtowns.

Cultural Arts District - Bonnie volunteered to help EDA represent the BID on the committee, a group of stakeholders planning how to best use the CAD award to benefit San Rafael.

B Team –group is working to clean up B Street, hosting a Make a Difference Festival on March 10. BID can support efforts on BID section of B Street on Sun., April 22, Earth Day, with a beautification project. Will connect with Danielle O'Leary at the city to coordinate budget and project.

Coffee at the Chamber – event featuring Andrew Hening and the Downtown Streets Team on homeless issues, Feb. 23, 9 to 10 a.m. Members can RSVP on Chamber site.

8. Recruiting new board members

Looking for West End representatives

New Pacific Sales manager is possible

Approached Wayne Patton at Body Kinetics, Jeff Miller at Extreme Pizza

Stephanie or Trevor from Pond Farm Brewing – interested, but waiting to get a business license so they're officially BID members.

9. Board member comments

For follow-up

- get new business license signups from city so BID can welcome businesses to the district and highlight them on BID website
- also highlight business hosting a BID mixer on the website
- partner with Dominican business school for student interns to do Twitter outreach for the BID
- contact Danielle O'Leary to discuss details of Shop Local campaign
- Small Business Saturday coming in November, Sharon volunteered to help. Could pair event with another theme, wine/chocolate day or farm to table producers' day. Sharon pointed out merchants want to promote uniqueness, not create a discount shopping area.

New BID phone number - (415) 849-1874 (1874 year San Rafael established)

Next meeting - Thursday, March 15, 8 - 9 a.m.

Adjourned 9:15 a.m.

