

**BID BOARD MEETING MINUTES**  
**Thurs., Mar. 15, 2018**  
**Bank of Marin Conference Room**

1. **Call to order - 8:05 a.m.**
  
2. **Attendees**  
Board - Jaime Ortiz, Jed Greene, Adam Dawson, Bonnie Ayers Namkung  
Staff - Eda Lochte  
Member - Sharon Christovich, Folk Art Gallery - Trevor Martins, Pond Farm Brewing - Peter Serchia, All Season Soccer    Absent - Jeff Brusati, Melissa Prandi
  
3. **Minutes from previous meeting approved unanimously. Motion by Jed, 2<sup>nd</sup> by Adam.**

4. **Public comments**

Peter Serchia suggested attendance would increase if an email or postcard announced BID board meetings, as they do in Novato. *Note* - meetings are always the 3<sup>rd</sup> Thurs. 8 to 9 a.m. at Bank of Marin conference room, 1101 4<sup>th</sup> St. Email notification could also include info on upcoming events or other useful tips for members.

Sharon Cristovich requested that a reminder about BID mixer on March 22 be sent. She also asked if the BID knows the Downtown Streets Team cleaning schedule as she is concerned about the dirty trash cans on 4th. She asked the BID to follow up with the City. Sharon also suggested the BID follow the Nextdoor Downtown group to see concerns and good ideas for changes that can be made to improve the neighborhood.

Trevor Martins is working on getting building permits finished for Pond Farm Brewing at the west end of 4<sup>th</sup> St. He's hoping for approval in mid-April and will immediately start construction. His team is pouring at the Fairfax Brewfest this weekend.

5. **Committee reports**

**Events** - Board member LeAnne White resigned, as she is taking a new job in Mill Valley. She would like to continue to participate as a volunteer. The board is looking to replace her as chair of the events committee.

**Parking/Safety** - Adam reported that he has participated in the City's parking/wayfinding study, a project they started in 2015. Its purpose is to identify existing and future parking needs downtown, improve wayfinding and develop strategies to maximize use of downtown parking. The City is drafting a plan to help market the downtown and direct people in the area. Some new signage has already been installed.

Public perception is that parking is difficult, but the study shows an adequate supply of spaces even during peak times. The City is considering converting some spaces for in-and-out parking spaces with fast turnover. They also plan to streamline the strategy and create more communication with the public. The City offered to speak at a board meeting. At a mixer would be helpful too.

Parking questions - can the validations tickets be purchased in smaller packages or without expiration date? Are meter maids notified when meters expire? They seem to ticket immediately.

**Cultural Arts District** - Bonnie reported that the group of stakeholders was meeting in the afternoon today.

**Main Street Conference** - Bonnie and Eda reported on promotional ideas they learned - a viral video shot by cellphone with each biz lipsyncing to a song appropriate to their business. The downtown smile concept, where closed businesses with empty windows are like missing teeth. Display art or something in windows of empty bldgs.

**General Plan 2040** - Jed last meeting talked about main issues: homelessness, parking, traffic. Ramifications of global warming - sea level rise, subject to fires like Santa Rosa. Barry is consultant hired to run general plan, a 3-yr. process. But BID needs to prepare a written plan to contribute to the group's planning.

Jed mentioned the train Station project as ongoing and a possible plan for the old gym on 4<sup>th</sup> - like an SF Ferry Building with retail downstairs, housing upstairs and an automated parking garage to maximize space. BioMarin construction is in progress.

**Beautification** - No chair for this committee yet. Jaime noted that May Madness will bring proceeds that the BID intends to spend on beautification, possibly tree trunk lights and planters.

## 6. Treasurer's report

Jed provided financial reports and said the BID should receive around \$60,000 soon, the first payment of from City. Still trying to clean up old records. We're in decent shape financially. We allocated \$10K to spend on beautification this year. Lighting and maybe planters. Sharon requested that just get the streets cleaned before any beautification. Give more to Streets Team so they can come more than once a week.

## 7. President's report

Jaime said that unofficially, Linda Tavasi, formerly of Marin Community Clinics was hired to run Ritter Center and help move it out of the downtown area. Their plan to move to the East Side, to try to combine services with Marin Community Clinic, will happen soon. Already showers and mail service have been removed from Ritter House. Jaime is assisting Linda and the mayor in preparing for the move.

Working with the City to clean up trash. Invited Karen from Downtown Streets Team to be a BID volunteer member. Continuing to pursue new board members, including representatives from the West End.

May Madness is hosting an afterparty at the Elks Hall. Pride and Joy will play for dancing.

## 8. ED report

New improved website is launched. The City/Danielle O'Leary is working with Eda to put a business directory on the site. Good information is included on parking.

Toolkit for downtown businesses is almost done. Was passed around for comments.

Working with the City to find out about tree lighting on the West End.

Have to post no parking for events by law beforehand. Have to take them down quicker after events.

**Sidewalk Sale** - Sharon suggests polling members for interest and their best dates

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

**Next meeting** - Thursday, April 19, 8 - 9 a.m.

**Adjourned 9:15 a.m.**