

BID MEETING MINUTES
Thurs., May 17, 2018
Bank of Marin Conference Room

1. Call to order - 8:05 a.m. by Jaime Ortiz

2. Attendees

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

Staff - Eda Lochte

Member – Joanne Vosmek - Copperfield's Books, Ann Altman - Iron Springs, Andrew Faulkner – AF Communications

Josh Townsend - Craig Communications, Joe O'Hehir – Whistlestop, Susie Criscimagna - Eden Housing, Alyssa Galloway – BioMarin

3. Approval of minutes – next time

4. Whistlestop updates – Josh Townsend and Alyssa Galloway

Next phases of development on the old PG&E site: The partnership of BioMarin and Whistlestop includes senior housing on the west end of the property.

PG&E did a 5 ½-year clean-up on property. The remediation is done and BioMarin bought the property in mid-2017.

The development is intended to create a filter that sends business to the downtown.

Have 400,000 sq. ft. of office space now. The new development is at 999 3rd and will integrate with downtown even better. Not mission revival style. Will be a little shorter than current buildings. Lindaro St. will serve as entryway to the new campus. Includes open space and is designed to be pedestrian friendly.

Two phases, both set back from the street, with treelined sidewalks to block traffic.

Phase 1 at the north end will be lab/office space. Trying to blend into fabric of Marin by incorporating influences of local buildings/architects.

Joe O'Hehir – Whistlestop

His organization helps ensure aging with independence, dignity and grace. Marin's aging population is growing. #1 place for longevity for women in the country, #5 for men. One in 3 people in Marin is over 60.

Serve 11,000 every year with transportation, nutrition and social connection. Older adults want to be part of the community, not live separated.

Current Whistlestop site is not possible to develop. Built in 1928 and falling apart, need a new location. The organization aligned with BioMarin to build a safer development with less traffic exposure and good accessibility. Close to healthcare, Safeway, pharmacy and downtown. Eden Housing is partnering with Whistlestop for the project development.

Susie Criscimagna - Eden Housing

Eden Housing is a nonprofit based in Hayward, with a long history in this field.

The new development of senior housing will be a 5-story building with 20 parking spaces onsite. Whistlestop space will be on the bottom 2 floors. Affordable senior housing on the top 3.

It's possible that review board will ask to set the building back further and add one more floor. It will include studios and one-bedroom units, community spaces for hang out.

Cap the rents at close to \$1,000 to \$1,500 per unit. Planning on some local, state and federal subsidies but still can't afford a mortgage on the development. Asking for concessions on planning and zoning for affordable units to help offset the cost.

Estimated timing

3 years for Whistlestop

3-5 years for Biomarin completion

5. Andrew Faulkner – logo design

Andrew shared presentation for the City of San Rafael logo project. It provided a starting point and change to get input from BID.

Descriptors provided by BID board:

Vibrant, diverse, vital, fun, livable, friendly

Culturally diverse with unique downtown.

Vibrant city life coexists with beauty of Marin's natural setting.

Crossroads where past meets the future. History of Mission/bell.

6. Committee reports

Parking/Safety – no report

7. President

Jaime reported a good turnout at May Madness. People visited restaurants, looked to be having fun.

The event did well in 2017 – netted \$10,000. Will spend last year's proceeds on tree lights, plants and maybe benches.

Will recap 2018 numbers soon and report at next meeting.

Up next

Jaime is meeting with City on power washing sidewalks, filthy garbage cans and beautification. Asking them to increase power washing schedule to quarterly instead of 3 times/year.

West End Village Festival is happening this year. Small Business Day is the Saturday after Black Friday in November.

Volunteers and board member openings

Elvis at Red Hill Pet Center will participate in setting up events. Also Ryan McCann at Tempest Salon and Erica at Places of the Heart will help with events. Katy from KatyBirds may be interested in the board, as well as Jeff Miller at Extreme Pizza, and a representative from Body Kinetics.

8. ED report

Looking into doing some ads and promotion on Facebook. Considering combining sidewalk sale and wine/beer crawl. A sidewalk sale in September may work.

Next mixer at Iron Springs in June.

9. Treasurer - no report

Next meeting - Thursday, June 21, 8 - 9 a.m.

Adjourned 9:15 a.m.