

BID MEETING MINUTES
Thurs., June 21, 2018
Bank of Marin Conference Room

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

2. Attendees

Board - Jaime Ortiz, Jed Greene by phone, Adam Dawson, Bonnie Ayers Namkung, Melissa Prandi, Jeff Brusati

Staff - Eda Lochte

Members– Joanne Vosmek - Copperfield's Books, Rick Lewis – Gold Rush Jewelers, Dezy St. André – Rumor Has It

Guests – Simon Vuong - City of San Rafael Economic Development Dept., Jonathan Friedman - citizen

3. Approval of minutes – motion by Jed, seconded by Jeff, passed unanimously

4. Public comments

Jonathan Friedman – previously brought 3,000 copies of downtown map drawn by Art Works staff to BID and wondered what happened to them. Recently sent a \$100 check to the BID for voluntary membership for his foundation. Check was not cashed, and he requested it be deposited and his foundation be accepted as member. Bylaws allow for volunteer members.

Eda - read aloud section 3.3 of bylaws: "Voluntary Membership. Any business or property owner, whether located within or outside the Boundaries, may become members of the BID ('Voluntary Members') through voluntary payment of annual fees as determined by the Board."

Jaime – voluntary membership is available at the discretion of the BID board. The board is contemplating revising the bylaws. He stated that the BID needs to focus on serving paid members within the district first. Board is planning the annual meeting and working on events already on the agenda for 2018.

5. Prospective board members

Discussed applications of Joanne Vosmek of Copperfield's and Dezy St. André of Rumor Has It. Jeff moved to accept both, Adam seconded, passed by unanimous vote. Will announce new board members via website and email.

6. President's report - Jaime

Jeff at Extreme Pizza wants to join the board but hasn't yet submitted his application.

Mixer at Iron Springs the previous night was successful. Around 30 people there to hear about rollout of free weekend parking, presented by Dept. of Parking Services Jim Myhers and Crystal Marker Cabala from City of San Rafael.

City is changing parking signage to make it more visible. New blue signs direct drivers to garages. Six-month trial of free parking on Saturdays in garages is planned to begin in mid-August. Sundays are already free.

Consulting group started working with the City in 2015, to see what will work for San Rafael. City also plans to roll out a few more 20-minute meters for quick stops and quick turnover.

City will split advertising costs for BID sidewalk sale on Aug. 18 because they'll be launching the free Saturday garage pilot at the same time.

BID to brainstorm how to promote shopping downtown in conjunction with the free parking. Can also do a dual campaign with the Chamber.

Rick suggested putting banners on east and west ends to promote the parking pilot. Lightpole flags is another option, but need to find out when the space is available as they get booked up in advance. City sometimes waives installation fees to promote San Rafael.

7. ED report - Eda

Will send info on parking program in email to BID members. Adam Violante asked if the West End could be included by making the lot next to United Liquors free on Saturdays. The City will place a big banner on lots that show free parking on Saturday / Sunday. Flyers, decals for business' windows will be distributed.

Planning publicity for sidewalk sale, Halloween and holiday season. Got quotes from IJ for advertising. Simple events branding is \$1,750 for one-time promotion. About ½ of merchants surveyed would consider co-advertising with BID. Nonprofit rates apply. Got 51 respondents to survey and ½ would participate in sidewalk sale. Most of those are interested in helping promote event. \$4,052 advertising with merchants co-op cost of \$408 each, including ads running on Sunday.

Pacific Sun moved to Venture Pad, within BID boundaries. Let's consider advertising there as well.

8. Discussion

Adam complimented the block captains and explained how well it worked for this mixer and also years ago and was effective. Jeff Brusati volunteered be block captain for C to E, both sides of street.

Melissa moved to run ad in IJ where members can participate in co-op advertising, budget up to \$4,052. And look into Pacific Sun advertising. Jeff seconded, motion passed.

Melissa would like to add an item to meeting agendas to relay updates on BID businesses. The City can help by informing us of new businesses opening, closing and any other related developments. It will appear on future agendas as Economic Development Update by Simon Vuong.

9. Adam Violante – West End Village Festival

Event is going forward for this fall. He has produced this family event 6 times in 10 years. Initially celebrated opening of the West End Village. Has been a labor of love mostly financed by Adam. Turned a \$370 profit in 2016. He hasn't had time to pursue sponsorships. Adam would be happy to be part of the organizing committee. He grew up in the event business so is experienced, but needs help with sponsorship and execution of vendor contracts.

Looking to schedule the event in late October or early Nov. It's a Sunday street-closure event.

10. Treasurer - no report

Next meeting - Thursday, July 26, 8 - 9 a.m.

Adjourned 9:10 a.m.