

BID MEETING MINUTES
Thurs., July 26, 2018
Bank of Marin Conference Room

1. Call to order - 8:15 a.m. by Jaime Ortiz

2. Attendees

Board - Jaime Ortiz, Adam Dawson, Bonnie Ayers Namkung, Joanne Vosmek, Jeff Brusati

Staff - Eda Lochte

Members—Rick Lewis – Gold Rush Jewelers, Joanne Webster – SR Chamber

Guests – Simon Vuong - City of San Rafael Economic Development Dept.

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

4. President's report – Jaime

Economic Development subcommittee report

Along with the City and Chamber, we are exploring a partnership with the Chamber, to help us accomplish the items on our list. Agreement is not drafted yet. Mayor asked two things: find the partner organization to help with performance. The partner needs to provide structure, manpower and knowledge. The idea is to keep BID autonomous for decision making, with Chamber collaborating as the executing arm.

Mayor's second request: BID bylaws are old and need to be updated. Attorney Jeff Schoppert has offered assistance. Hanson Bridgett will consider offering some pro bono help on bylaws. Membership will see and comment on final draft before they're adopted. Will take some time with a draft estimated by early fall.

Annual general meeting

Event is coming in the fall. Need to start preparations.

5. ED report - Eda

Sidewalk Sale

Pacific Sun – we're advertising for \$249 in their summer events booklet

Sidewalk Sale ad running 2X in Pacific Sun, 1/4 page

IJ – 4X in San Rafael spotlight. Shared costs with City Parking Dept: ¼ page for BID and ¼ page San Rafael free Saturday parking announcement. Also Digital Ads will appear online for 18 days before event.

Big anchor businesses confirmed they will participate. Among the highlights:

- Bananas at Large will have a band and student performances
- Mikes Bikes will have DJ from Live 105
- Skate obstacle course for Proof Lab
- Iron Springs Brewery pop-up
- Riley Street Art demonstrations
- T&B Sports demos

Asking all members to promote the event to their lists. Parking Dept. says free parking has been extended that day to West End lot by United Liquors. Over 60 businesses are signed on to participate. Block captains are distributing information.

Mixer dates – the next two potential dates are Thurs. Sept 6 and Dec 6. Not final yet, but we have offers to host from Sunrise Home and others.

Social media intern hire – Katy at Katybirds recommended a student to get Facebook and news blasts out. She can do it for \$17/hr. and is a whiz. Need a temporary hire with authorization for up to 20 hours till end of Aug. when she is no longer available. Adam moved, Jeff seconded, passed. Will look to Dominican for after Aug.

Collaborating with Chamber on Sept. Business Showcase – Joanne Webster

The Chamber is offering BID members opportunity to participate in showcase at Chamber member price. 100 exhibitors/1,000 people attend. Sept 12, 12-7 p.m. Could use patio and clubroom to open more spaces, as it's close to sold out now. Possible to have a downtown BID focus in one area of event to let community know what businesses exist. Please email BID members about the opportunity. Would need to happen soon as few spaces remain. (NOTE: decided that focus would be for next year, too late and event near capacity this year.)

Chamber will promote Summer Sidewalk Sale.

Events co-chair report – Eda

Sunday, Nov. 4 – West End Village Festival is happening. City will do a pilot program for the West End lights on lamp posts with the BID's \$10,000 contribution, and the City believes they can make it happen in time for the event.

BID authorized \$2,000 seed money for the event last year and event didn't happen. Do we want to contribute more to this? Adam Violante, the organizer, would like to have 1/3 of funds in bank before he starts for this \$23,000 event. Adam asked for BID to cover committed \$2,000 from last year plus \$2,000 more for this year. Jaime would like to support the West End and give \$4,000 as a one-time investment. Can go back to \$2,000 next year.

Jeff moved give up \$5,000, Bonnie seconded. Motion passes. Danielle at City has pledged \$2,500 for the event. Getting revised budget for 2018 from Adam. Eda and Jaime and Dezzy will report back.

May Madness – Rick

Set date for 2019 – Sat. May 11, 2019.

Inviting board members to be part of event. Elks Club, Lions Club and Rotary members were involved in 2018 and would like to participate again. Event was successful this year. Need more volunteers. Bank of Marin provided 10 people last year and Rick's family spent the day volunteering. Chamber has collaborated on this event, Joanne has knowledge from her time leading the BID. Jeff moved to approve the date, Adam seconded, passed.

6. Cultural Arts District – Bonnie

Organization is now forming a structure with a core leadership group who were original stakeholders in the grant application. Negotiating to host a web page on MarinArts.org.

Looking to BID to help promote events and organization to our members, especially as the geographic footprint of the Arts District is similar to the BID's.

In fall, the arts orgs. are syncing themes for Latinx events – film series, art exhibits, etc. Simon pointed out the launch of CAD is meant to correspond with and piggyback on these Latinx events. BID's Trick or Treat Event will have a Dia de los Muertos theme to tie in.

7. City Economic Development report – Simon

On schedule: 3rd week in August to officially appoint new BID board members by City Council. Also scheduled to be approved—an amendment that will allow City to share BID member emails with BID. This will allow BID to communicate directly with members.

Lights for West End – pilot project, very excited to work with Public Works to get lights installed on trees for West End business district

New businesses downtown – Taste of Himalayas is open. Bonnie noted that Neverland Beauty and the flower kiosk at Wells Fargo have new owners.

Big building that was Body Kinetics – unsure what's happening with the vacant building. Owner is trying to create large project with 2 buildings he owns (including Neverland Beauty space). He mentioned an open-air market hall downstairs and residential upstairs.

Discussion of empty building presenting an eyesore – artwork or something for the windows to improve the impression it makes. Farmer's market posters in some windows there, which helped. Suggestion to contact owner about allowing local artists to temporarily beautify it.

City has table at farmers' market to promote Cultural Arts District.

New hotel – proposed on 5th and B St., former Engstrom Design bldg. Under discussion, a 4 or 5-story hotel by Marriott, for the traveler. May include a bar but no restaurant. Looking at parking options. Building design is being revised to be less generic and fit better with downtown. No date yet for when they're ready for review board.

Adam asked that board members be informed by email to keep us updated on events and changes downtown. Simon will work on it.

8. Discussion

PBID – Jonathan Friedman is interested in discussing a change in the structure of the BID. For example, 14 areas in SF are organized as CBDs, which may be less problematic than a PBID. Can require residents to participate and pay. Bottom line is BID needs revenue to undertake more ambitious projects.

9. Treasurer - no report

Next meeting - Thursday, Aug. 16, 8 - 9 a.m.

Adjourned 9:25 a.m.