

BID MEETING MINUTES
Thurs., Aug. 16, 2018
Bank of Marin Conference Room

1. Call to order - 8:10 a.m. by Jaime Ortiz

2. Attendees

Board - Jaime Ortiz, Adam Dawson, Bonnie Ayers Namkung, Joanne Vosmek, Dezy St. Andre

Staff - Eda Lochte

Members—Erica Bowker – Pleasures of the Heart

Guests –Elisabeth Setten – Art Works Downtown, Lynn Sondag - Dominican University

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

President's report – Jaime

Aegis Senior Living approved to build 32 units at corner of Mission and Lincoln. Being appealed in Sept. 4 at City Council. Whistlestop also has senior housing coming on the BioMarin site.

Housing Forum will meet in City Chambers Aug. 20.

Hotel on 5th Ave. between B and C Sts. is in process – original design wasn't approved so they're refining it for better fit in historic downtown.

BID bylaws

Attorney Jeff Schoppert has agreed to help and will be meeting with him soon.

New board member

Erika Bowker of Pleasures of the Heart applied. Joanne moved to accept, Dezy seconded, approved unanimously.

4. Elisabeth Setten and Lynn Sondag – California Arts District

Elisabeth - In 2016, 5 stakeholders created a proposal for pilot program for Calif Cultural Arts District – Art Works Downtown, California Film Institute, BID, Youth in Arts, City of San Rafael. Secured the grant, one of just 14 communities in California that were awarded the honor. Five-year pilot program to launch this with \$5,000 grant.

Update on district and ask for your support

Arts district includes Calif. Film Institute, Copperfield's and many more, encompassing all of the arts— literary, visual art, music, dance.

How to become an asset in the district – the state defines the assets as actual arts-type organizations but other businesses can still participate. They can display art, participate in our Art Walks and partner with arts groups.

Lynn - we should feel proud, as one of the 14 designated districts. For example, Oakland, which has a growing arts community, wasn't accepted. The energy is here and we can use CAD to our advantage. I've been on sabbatical from teaching art and heading the dept. at Dominican, so I've been facilitating for CAD, using arts to partner with the community, creating cohesiveness,

supporting a thriving district, building inclusion and integration in the community. Here, there's a real heartbeat.

I helped with coordination and developed the mission/vision statement, done in a collaborative way. With those foundational steps in place we've begun deciding how to move forward with the funds and the plan. The steering committee is working on creating a direction.

San Rafael doesn't have administrative leadership in place, as some communities do for art. We're looking to create a critical mass for retail, business and arts organizations, to create patronage and attract people, making downtown a place people want to be.

We had to prioritize short-term goals with our limited funds. Arts district is characterized by the downtown corridor that already exists. Our plan is to pull it together with a common theme, like this fall, a collection of Latinx events.

We're also interested in artist residency programs, collaborating with businesses and exploring how art may be brought into stores. Another area needing development is funding. Art Works has been the lead applicant and is holding the grant funds.

We're one of the few districts without an arts plan. We need to make it robust and sustainable. City wants to do that. The County is working on creating the first ever arts plan for Marin. They're working with consultants to look at Marin arts, the equity of arts education and how to get community input. Elisabeth and I are on the steering committee. It involved town hall meetings, with consultants pulling everything together. San Rafael CAD has a county rep on our committee as a nonvoting member, which allows us to tap into their info and resources.

Jaime – would like to see an art landmark at the beginning and ending of district to mark it, as well as City signage.

Elisabeth – It's evident that CAD and BID have mutual interests. Vacant storefront blight is frustrating to downtown merchants. It would be better to show art in the windows or banners downtown to delineate the district. Maybe create a significant mural with a hashtag, #visitdowntownsanrafael. This is the beginning of the conversation.

A while back, Lynn and her students produced a mural at Le Comptoir with the Streets Team. We want to use arts in that way, to uplift our downtown. But the San Rafael CAD has a financial challenge. We have so little funding and hoping the BID can support us financially for posters and marketing needs. Asking \$5,000 for fiscal 2018/2019. Offering exposure as a partner.

First asking to support the district and make it known to the community. Need to push it forward and build a constituency of people who believe in it and let our city representatives know we care about it. Art Works Downtown has a public sculpture program but hasn't added any new ones because we don't have the funding for it.

Jaime - we should support Cultural Arts District, as our geography and mission overlaps with them.

Bonnie – we have \$12,000 in the 2018 budget for the wine walk that won't be spent this year.

Dezzy – I like the idea of public art series such as giant painted balls in SF, would like to see that kind of public art downtown and in West End.

Bonnie moved to give \$5,000 to CAD that was budgeted for the wine walk and won't be used this year. Joanne seconded, passed. Jaime asked CAD representatives to keep the West End in mind as they allocate funds.

5. ED report – Eda

Sidewalk Sale

Ads are running, 3 bands will play in plaza, merchants are sending out invitations via social media. More than 70 merchants agreed to participate in the sidewalk sale. Please take photos of the event so we can use them.

Día de los Muertos/Halloween trick or treat– theme ties in with Latinx events of CAD. There will be a window decorating contest judged by Bonnie and Stan Gibbs of Art Works Downtown, to take place in early October.

Discussion

Adam Violante is asking for committee volunteers to help with West End Festival on Nov 4. Jaime, Dezzy and Adam will participate. May need to hire an event planner to help and BID will support it this one time.

BID allocated \$5,000 for the event. Maybe can steer \$2,000 of it to an event planner. Lights for West End (that BID contributed \$10,000 to) will be crisscrossed above the streets as a pilot program in time for the event. If it works well they'll bring it to downtown.

Possible Oct. mixer at Sunrise Home. Details to come.

6. Treasurer - no report

**7. Next meeting - Thursday, September 20, 8 - 9 a.m., Bank of Marin
Adjourned 9:15 a.m.**