

BID MEETING MINUTES
Thurs., Sept. 20, 2018
Bank of Marin Conference Room

1. Call to order - 8:06 a.m. by Jaime Ortiz

2. Attendees

Board - Jaime Ortiz, Adam Dawson, Bonnie Ayers Namkung, Jed Greene, Joanne Vosmek, Erika Bowker

Staff - Eda Lochte

City representative – Simon Vuong

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

4. Simon Vuong, City of San Rafael

New businesses in the district - Lash Bar opened near Lotus Cuisine. Libation on B St. is a brew pub undergoing renovation across from B St. parking garage but no date for opening yet.

Twinkle lights – the cost is higher than anticipated for pilot project in West End, \$130,000, originally intended from E to H streets. City doesn't have budget for that but can do a limited installation estimated at \$63,000. If some labor can be contributed and whittle the City's cost down to \$50,000 we may be able to complete it by Nov. 4 for West End Festival.

Looking at some sort of tree lighting. It's more challenging to crisscross over the street because of height barrier and right of way. Scope is not solidified yet. Public Works will front most of funds/labor. Will install the pilot in the blocks where the Nov. festival will be.

Bench project funds are not allowed to be redirected to decorative lighting.

Can solar lighting reduce the budget, if installation of outlets is needed?

Want the pilot program to be a permanent installation, uniform with downtown and something that can be replicated.

Preliminary budget figures: Public Works \$40,000, BID \$10,000, shortfall \$13,000. Simon will confirm exact amounts.

5. Jaime Ortiz - President's report

Welcome letter - Would like to create a BID letter that goes out to new businesses to let them know who the BID is and what it does. Bonnie and Eda to draft it.

Working with Adam Violante on West End Village Festival, Sunday, Nov. 4. Elvis at Red Hill Pet Store will arrange music. Games for kids. Incavo and Chase Ace are sponsors.

Now need sponsorships. BID is contributing \$5,000, City committed \$2,500. Bank of Marin will try to sponsor. Looking for volunteers and sponsorships.

Event budget is \$20,000 and we're halfway there. Mike's Bikes donated a bike for raffle in the past and may be willing to do again. Display 3 or 4 bikes around town to sell tickets and raffle one prize.

6. Financials – Jed Greene

Income from City is lower this year by nearly \$8,000. Simon will find out why.

Target money - the BID custodies the funds but a separate committee allocates them.

Need to have insurance reviewed because it seems high. There is an insurance agent in the district we can approach.

Sidewalk Sale – costs were mostly advertising and will allocate some of Eda's time there.

May Madness – made over \$10,000 which is being allocated to the West End street lighting.

Need to set up budget and work plan for next year. Committee formed and will meet for 2 hr. on **8-10 a.m., Wed., 9/26.**

7. ED's report – Eda Lichte

General meeting - Thurs., Nov. 1, 5:30 to 7:30 at Sunrise Home. Owner Annie Bowman is donating food and wine. Speakers: Andrew Hening, San Rafael's director of homeless planning, and new downtown beat cop Carl Euber who will talk about safety and security.

Halloween trick or treat poster will be passed out so block captains can hand it out and talk up window display contest. Will advertise event in Pac Sun for this event.

Announce window display winner Oct 12th at Cultural Arts District launch party at Youth in Arts.

Review beautification list and send top 10 choices to Eda by tomorrow for work plan meeting. Some are City responsibility but would be important to voice our preferences.

8. SRCAD – Bonnie Ayers Namkung

District is asking if BID will support and coordinate program to place temporary artworks in windows of vacant downtown buildings. One possibility is being explored with the old gym building across from the downtown plaza. The building owner's rep responded positively at first, but hasn't been in touch. The head of the art dept. at Dominican would like his class to take on the project of producing the art.

The arts district would also like BID to consider offering a stipend to artists to cover material costs. Suggested stipend is \$1,000 each and committee will discuss at budget meeting. The BID and arts district would collaborate on choosing the artists from among submissions to an RFP.

**9. Next meeting - Thursday, Oct. 18, 8 - 9 a.m., Bank of Marin
Adjourned 9:20 a.m.**