

BID MEETING MINUTES
Thurs., Oct. 18, 2018
Bank of Marin Conference Room

1. Attendees

Board - Jaime Ortiz, Bonnie Ayers Namkung, Jed Greene, Erika Bowker

Staff - Eda Lochte

City representative – Simon Vuong

2. Public comments – Joel Eis, Rebound Books

Proposing BID sponsor/participate in 2019 Litquake, an event that runs the length of town and brings the retail community more 8 to 5 traffic. People can walk through town and see all businesses, had 500 to 600 people last time. They had lunch and bought from stores, spread money around. Total cost of event was \$4,200-\$4,800. Joel's business donates \$2,000 in time and in-kind to put on the event.

Last time 20 to 25 stores participated. Bring in about 100 authors, nationally or internationally known, with strong literary reputations (not self-published)

Litquake is a national organization and Joel has done 5 of these events total, 2 in San Rafael. It gets listed on their website worldwide. Last time San Rafael was the kickoff event, and 9,000 event booklets were distributed around the Bay Area. Participants get in the program at no cost.

Also produced 10,000 bookmarks that listed participating stores. Printing company does them free and offers 70% reduction on posters and program that includes a local map. Same Oct. weekend as Mill Valley film festival so can capture some of that audience. Sponsors are Marin Library, Marin Poetry Center, bookstores, some local businesses. Last time raised \$3,200 in sponsorships before BID put in money. Total cost of event to BID was about \$1,300. Asking for BID's commitment by Feb/March. Joel will contact Litquake organization to make sure they want San Rafael to participate.

Jaime – I believe we should support the 2019 event. Need to set up a committee to help the event. Joanne Vosmek of Copperfield's volunteered to work with Joel.

3. Simon Vuong – City of San Rafael

Targeting Dec. 3 city council meeting for approving BID budget and annual report. It will be attached to the staff report. Would like to have it a month before that.

Utility boxes – city is proposing a public art project to decorate city utility boxes. Have narrowed list of local artists who will participate. The pilot project will be coming in the next few weeks. Public Works Dept. is coordinating it. Would like to bring the proposed art to the arts district for feedback. Public Works has small budget for this, staff time and materials. If there's an obstruction to traffic during the art installation, businesses will be notified.

Marin Square (on Bellam) has new property owners and is getting a facelift. There's around a 50% vacancy there and it's run down. New owners intend to make it look nicer and convert a ground level office on south side to retail.

Northgate Walk – filed an application for 130 residential units where the Sheraton is. Potential to do 400 units but was reduced. Went to planning commission, then going to design review board. Number of units could still change.

Twinkle lights at West End – thanks to Eda, Adam, Bryan and Danielle the installation is on track. DC Electric is scheduled to install in West End by Nov. 4 event. Should be up by the 2nd from G to Shaver Sts. The West End event will be at H to Shaver Sts. With a bigger budget, would have loved to do more. Pass along any feedback and hopefully can promote the idea of extending lights further.

4. Jaime Ortiz - President's report

Would like to work with City for a beautification project, maybe a one-day clean-up to engage the community. Get San Rafael High School, the City, B Street Team, San Rafael Streets Team, Home Depot or Ace, Marin Sanitary to help with a volunteer day.

Ideas for future beautification projects: murals, flowers, sculpture, lighting

Simon – projects that are not permanent installations are easier because permanent ones require permits.

West End Village Celebration – need volunteers and raffle items. Mike's Bikes has donated a bike which will be displayed in Bank of Marin to help sell raffle tickets. May display a couple more bikes at other Bank of Marin locations. Others who've donated: Arrivederci, Batteries Plus, Gold Rush Jewelers, and more... This is a free event and family day. Trying to create a cultural space for Guatemalan dancers, kids singing and dancing.

5. Financials – Jed Greene

A couple of tweaks to the proposed budget, moved some costs to event marketing

Recategorized some May Madness costs to social media, event staffing and marketing/promo. Rick spent \$5,000 on social media, which was effective at bringing in attendees.

We're showing a net loss in 2018 because of \$8,000 less in revenue from the City and extra costs for overlapping Amanda and Eda during the transition.

Bonnie moved to approve the 2019 proposed budget, Erika seconded. Approved by quorum vote from Adam.

6. ED's report – Eda Lochte

Everyone is highly encouraged to come to Nov. 1 general meeting to introduce board to members.

For Trick or Treat day, entertainment includes San Francisco Boys' Choir, Happy Feet group doing a Thriller dance and a pet adoption center at the plaza. Event goes from 1 to 3 p.m.

Thank you all for re-upping to the board for next year.

7. SRCAD – Bonnie Ayers Namkung

Officially launch of the Downtown SR Arts District at Youth in Arts last Friday. Supervisor Damon Connolly attended. Jaime and Eda presented a \$5,000 BID check to the Arts District.

Stan Gibbs of Art Works and Bonnie teamed up to judge the downtown window display contest. Art Works provided gift bag prizes. Winners are listed on the BID Facebook page—26 businesses participated.

Attempts to arrange for empty stores to display artwork in their windows hasn't been successful. After initial enthusiasm, building owners' reps don't come through. May be related to liability concerns. Will ask if art is created elsewhere and can be installed in a short time if there is more interest.

8. Next meeting - Thursday, Nov. 15, 8 - 9 a.m., Bank of Marin