

BID MEETING MINUTES
Thurs., Jan. 17, 2019
Bank of Marin Conference Room

1. Attendees

Board - Jaime Ortiz, Bonnie Ayers Namkung, Joanne Vosmek, Jeff Brusati, Adam Dawson, Erika Bowker, Jed Greene
Staff - Eda Lochte
City representative – Simon Vuong
Guests – Joel Ells - Rebound Books, Mike Altman – Iron Springs, Trevor Martens – Pond Farm Brewery, Steven Restivo – Events, Elvis Johnson - Red Hill Pet Center

2. Called to order by Jaime at 8:10

3. Nov. minutes approved– Joanne moved, Jeff seconded, motion carried.

4. Joel Ells, Rebound Books – West End events

Joel served on the BID board for 6 to 7 years, and worked to get the assessment district extended to include the West End. He appreciates the stability of this board and attention to the West End.

Joel stated that the West End's fees contribute \$12,000 to \$13,000 to the BID budget per year.

He brought suggestions from the West End community for affordable events with support from the community that will serve the retail community. He came to the board representing a committee of West End business owners who are committed to doing all the legwork for these events but would like financial support from the BID. Joel offered to join the board if the BID supports the top three events listed.

BID events committee will consider the proposal.

5. Jaime Ortiz - President's report

Jaime thanked the board members and Eda for a great 2018. Great events and efforts, BID was renewed by the City.

6. Steve Restivo – event planner

Steve has produced events for 30 years and put on 30 events last year. Includes corporate events and wine walks with no street closure with 300 to 500 attendees. He is proposing to produce the BID's wine/beer walk and stage it from SmartTrain to Pond Farm in West End.

Proposed income sources

- attendee fees - \$25 advance and \$30 day of event
- merchant fees - \$50 to participate + \$25 to cover temporary liquor license
- budget \$5,000 in corporate sponsorships

Steve needs a minimum net \$5,000 to produce the event, any profit over that is split 50/50 with the BID. If proceeds are less, the BID will need to pay Steve the difference.

He suggests the event include:

- timing of 2:00 to 7:00 p.m. on a Saturday so people will shop, then stay for dinner
- entertainment in the plaza from noon to 2:00 to attract traffic
- a cable car to carry attendees, to be paid by a sponsor
- a glassware sponsor for \$1,500 for 500 stemless logoed glasses
- a tentative date of June 22 (*changed to July 13, 2019*)

BID responsibilities: supply the date, image for promotions and event name (*Hops & Vines Stroll*). No health inspector needed for one-day event. Bring port-a-potties. Merchants would be asked to market, promote on their social media. No street closing. Need a commitment shortly.

The BID will review the budget and see if it makes sense for us. (*Approved.*)

7. Jed Greene – Financial report

2019 budget was presented to the City and approved.

8. Eda - Director's report

Next mixer, Thurs. Feb. 28 at T&B Sports. Theme is clean our downtown and San Rafael Clean will help. Jeff will get brooms or something similar to promote retailers taking pride in the downtown and maintaining the space in front of their stores.

9. Simon – Economic Development Dept.

TKT, the new Italian restaurant in the West End, is in the process of applying for an outdoor dining permit. They are excited and the Mayor wants to see it happen. The City is moving away from parklet model because it's not a public space, but is exclusively for the applicant's use. So it's now being called "on-street dining." After TKT and Tam Brewing, four spaces are still available. No more than two can be created in a district as each one takes up two parking spaces. We want to see one built before we make any changes to the program.

The folks at TKT are so excited about the new Tivoli lights.

10. Adjourned at 9:05.

11. Next meeting - Thursday, Feb. 21, 8 - 9 a.m., Bank of Marin