

BID MEETING MINUTES
Thurs. March 21, 2019
Bank of Marin Conference Room

1. Attendees

Board - Jaime Ortiz, Jeff Brusati, Erika Bowker, Adam Dawson, Bonnie Ayers Namkung
Guests – Joanne Webster - San Rafael Chamber, Tobi Lessem - Bodywise Massage, Kelly Phu – Vin Antico
Staff - Eda Lochte
City representative – Simon Vuong

2. Called to order by Jaime at 8:05

3. Feb. minutes approved - motion by Jeff, seconded by Adam, passed unanimously

4. Jeff Brusati – Parking

Jeff is working on arranging a meeting with the City's parking director Jim Myhers to discuss problems and potential solutions to downtown parking issues. Jeff's forming a parking committee and would like more BID members to participate with him.

5. Jaime Ortiz - President's report

Need to find champions for events – Rick Lewis does May Madness, Adam Volante for West End Celebration, Eda for Sidewalk Sale. Looking for interested BID members willing to spend the time and make new events happen.

Jaime also asked everyone to look for potential board members. Double Rainbow's owner, Forrest, wants to participate. We'd still like to find West End business owners to represent their area.

6. Eda - Director's report

Eda thanked Jeff Brusati for hosting the last mixer at T&B Sports. It was successful and well attended. Speakers included staff from Marin Sanitary, Bill Guerin from San Rafael Public Works, and Cory Bytoff and team members from SR Clean, as well as Jesse Taylor-Vermont, head of the Downtown Streets Team. We all learned about efforts to keep the downtown clean and beautiful.

Steam cleaning happens 12x/year downtown and we're trying to get the schedule. Mostly it happens before and after events, such as the film festival.

There's a wealth of new information on the BID website, go check it out. DowntownSanRafael.org

A volunteer clean-up will take place the morning of Friday, April 12. Brooms and dustpans will be handed out in the plaza. Volunteers and business owners are encouraged to participate in getting downtown prepared for the Sidewalk Sale the following day. The Saturday event will feature live music and many businesses have signed up to participate.

The next event is being coordinated by Steve Restivo – the Hops & Vines Stroll, Sat., July 13 from 2-7 p.m. Craft beer and local wine will be spotlighted with tastings. Steve produces many events like this and predicted around 300 attendees.

Next Sidewalk Sale – Aug. 17

Trick or Treat – Sat. before Halloween

West End Celebration – Nov. 23 (see website for details)

Farmer's Market will be changing. City is getting proposal from the Agricultural Institute of Marin AIM's new manager, Andy, meeting with us today. They're working on improving the event—maybe a makers' component, farm to table, local and sustainable. They want to make it hip and cool and get it going by June of this summer. The BID started the market over 30 years ago and it has changed over time.

New businesses were mentioned that we should support: new restaurant Bogie's Too, restaurant TKT in the West End and Blackwell's Wines and Spirits, down toward the train station.

Kelly Phu, owner of Vin Antico, mentioned they're hosting a comedy night tonight and had a jazz night last Friday with a packed house in their new upstairs venue, The Loft. They built out the space and they're holding music and comedy events in their intimate space upstairs. It holds 35 to 40 seated or standing cocktails for 60. If you see the shamrock light on in the back alley, then it's open to the public. It's also available for events. Possibly a BID mixer.

7. Simon – Economic Development Dept.

Simon announced that a new cannabis ordinance was approved. They expanded it to include delivery for adult use, beyond the medical cannabis which was approved earlier. Around 20 licenses are available total, with 5 to 8 in limbo.

The City wants local delivery businesses in San Rafael to do well, doing our best to support them without allowing outside delivery services in.

They're being cautious as they collected tax on these businesses for the first time. It's not a clear indicator since it was for only two months of the first year it was allowed. We still think there's great potential. We're happy to see local cannabis businesses are active in the community. Sometime in April it the new ordinance will be in effect.

Business activity investment map – The project is identifying new businesses in town, looking at the City as a whole. Paul Jensen has prepared this map in the past, showing projects approved, under construction, etc. When a new business wants to locate here, we want to show what's happening and what might happen.

Joanne Webster asked if the map can identify underused areas —Northgate, Marin Square, etc.

Simon acknowledged that Marin Square has been a challenging site, with difficult conditions and location. The City is working with the property owner on retenanting.

Jaime – Can we get the map to put on BID website for members?

Simon - We want to make it more polished before we make it public. We're working with brokers to know what's happening. For example, the Goldstone development at the old Body Kinetics gym on 4th St. - not a lot of progress yet. Goldstone put out a second survey asking for community input. Simon will assume this project from Danielle O'Leary. The developer wants an automated, high-density parking garage. He's intent on the project being something different, but it's going very slowly.

Joanne Webster - San Rafael Chamber

The present proposal for the BID to partner with the Chamber is designed to bring support to the BID. City is interested in contracting with Chamber to support BID. Support to include office, reception, admin support on communications and social media postings.

Eda pointed out another important piece – the Chamber can host a sortable, searchable directory of businesses that can be imbedded in the BID website. The contract starts April 1. Thirty-day written notice by either party can terminate the contract and it's a one-year agreement. Adam moved to approve, Jeff seconded, motion carried.

Joanne announced that the State of the City dinner will honor a separate category for the first time, downtown business of the year.

The Chamber received results of the beautification survey and will present it to the BID on April 18. No surprises there, she reported.

Jaime - Thank you for promoting our events on the Chamber website.

8. Bonnie - Cultural Arts District

We've completed the first vacant storefront with art in the windows, 1000 4th St., the old San Rafael Jewelers building. Her contact, Dirck Brinkerhoff, is the realtor and her landlord, and he'd done similar art projects years ago. Jeff and Joanne know him and will speak to him about more opportunities.

The project sidestepped some issues by avoiding the need to enter the building. The artist, Lynn Sondag of Dominican University, suggested stick-on vinyl on the outside of the window as it's easily installed and removed. Bonnie asked for help finding more building owners or realtors who can help us get more art installed downtown.

Bonnie is on an arts district subcommittee to help explore and advise on downtown art projects. Sean Mooney, from the City attended the last meeting and was enthusiastic about collaborating.

Simon - San Rafael's district joined a coalition of arts districts throughout the state, coming together to lobby for more funding.

Joanne Webster - The Chamber's Leadership Institute is coordinating an art on downtown utility boxes project in June.

9. Adjourned at 9:17.

10. Next meeting - Thursday, April 18, 8 - 9 a.m., Bank of Marin