

BID MEETING MINUTES
Thurs. May 16, 2019
Bank of Marin Conference Room

1. Attendees

Board - Jaime Ortiz, Jed Greene, Erika Bowker, Adam Dawson, Bonnie Ayers Namkung
Guests – Joanne Webster - San Rafael Chamber
City representative – Simon Vuong

2. Called to order by Jaime at 8:05

3. April minutes approved - motion by Jed, seconded by Adam, passed unanimously

4. Jaime Ortiz - President's report

Thanks to everyone who helped Sat. at May Madness, I believe we had 230 cars, a big event. Could not have done it without Rick Lewis, our champion, and our partner the Chamber because Joanne has years of expertise in this event. And Eda is so committed, we appreciate her work.

Jed says preliminary revenues of \$36,000 but no number on the expenses yet. Using some of the profits to support the San Rafael Police Camp Chance program (camping and counseling for at-risk kids) is a no-brainer to me. Some kids in the program have applied to be cadets of police dept. We as a community want to keep this program alive. Elks raised money with their BBQ. Haven't heard anything negative from merchants about event, only positive feedback. Restaurants, especially Iron Springs, were busy.

Hops and Vines Stroll – Steve Restivo, the event coordinator, is putting up flyers and starting to promote the July 13, 2-7 p.m. event. Craft beer and local wine will be spotlighted with tastings. Steve produces many events like this and predicted around 300 attendees.

BID board succession and priorities for 2020 – Need to plan for next year, including our agenda of activities for downtown. Asking Chamber to help us create a more specific job description for the ED. Eda's the face of the BID but needs to be able to spend her time on higher-level tasks, rather than passing out flyers. Adam, Erika and Bonnie volunteered for the planning committee.

Joanne and Jaime attend subcommittee for Economic Development and mayor likes the feedback he's getting on Tivoli lights. May want to do more. BID is hoping to raise more money and help fund that, perhaps for city plaza next. Joanne reported survey results of downtown. Many responses said nighttime lighting is very important and crisscross lights would be nice.

Simon – We like to give Public Works good feedback and the lights have been a positive.

6. Simon – City of San Rafael Economic Development Dept.

At 4th and C, Tam Commons opened. They're looking to continue construction of an on-street dining area but need to adjust to get their building permit. The City has gotten a lot of interest in on-street dining. TKT in the West End applied. Working on the situation and they may change to on-sidewalk dining instead.

LaVier, Libation and Vin Antico are interested too. More interest than available licenses so we're looking at increasing the number and give everyone opportunity to apply. It involves taking over a parking stall on the street, so we're sensitive to parking concerns. In contrast, a bump-out is sidewalk dining, a permanent configuration on the sidewalk.

Parking – Joanne – How is the revenue for the Parking Dept. with the free weekends in the garages? Can we invite Jim Mhyer? It was a pilot that's been extended. May need a new flyer to promote free garages on weekends.

Farmers' Market – In additional conversations about the market, looking at June – Sept. run, and let downtown businesses participate. AIM, the new host, is reaching out to BID members to see who wants to participate. Vendors will be required to present local produce from local farms, products from local businesses which would exclude some downtown businesses. We want them to be more flexible and allow local merchants. They won't do that right now, only those that fit the criteria. The argument is that if it's too boutique-y it will attract a smaller crowd. Hope later they can relax it a bit. AIM has a great reputation for farmers markets—they do the Civic Center and Stonestown markets.

Goldstone 4th St. development – trying to get a negotiating agreement so they can purchase the adjacent parking structure from the city, especially if the vision is to have automated parking. The city wants to know how the automated parking works and if it's easy to use.

New downtown Marriott Hotel – approved and no appeals. They need to submit for building permits. Twenty-nine people spoke at council meeting for and 9 against. City also received a filing for a Hilton Home Suites Hotel on Francisco near the BlueWave Express Car Wash.

7. Bonnie – Downtown San Rafael Arts District

Amanda Lennon is now a part-time contractor for the DSRAD team, working on communications and outreach. DSRAD wants to piggyback on existing events to gain exposure and promote the arts district.

Ideas from BID board – The West End Village Celebration Nov 3rd. includes a lot of art, may be an opportunity to participate. Or do something small at Italian Street Painting event to promote the arts district. Perhaps the art district can work with on-street dining project to embellish the structures? Downtown survey showed that merchants want color and art.

Talia Smith from Public Works is the city partner on the painted utility boxes, four of them around the downtown. The Chamber's Leadership Institute initiated the project.

To continue to partner with Chamber, will have BID meetings at Chamber conference room and explore more working together. To discuss at next meeting – a joint Chamber/BID summer social in late July or early Aug.

9. Adjourned at 9:10.

10. Next meeting - Thursday, June 20, 8 - 9 a.m., San Rafael Chamber, 817 Mission Ave.