

BID MEETING MINUTES
Thurs., June 20, 2019
Bank of Marin Conference Room

1. Attendees

Board - Jaime Ortiz, Jed Greene, Erika Bowker, Adam Dawson, Jed Greene, Bonnie Ayers Namkung
Staff – Eda Lochte
Guests – Joanne Webster - San Rafael Chamber, Rick Lewis – Gold Rush Jewelers
City representative – Simon Vuong

2. Called to order by Jaime at 8:05

3. May minutes approved – with correction – Jed, Bonnie, Eda and Joanne Webster to join Jaime on committee for 2020 planning. Motion to approve by Jed, seconded by Adam, passed unanimously.

4. Rick Lewis – May Madness report

The event was packed, promoted on Facebook, which brought a lot of attendees and cars. Thanks to volunteers - Joanne Webster and her family, Adam’s friend Mike, Erika, Eda and her friends. We needed perimeter security to direct cars. Gave out 20+ trophies, a record.

Net proceeds estimated to be in excess of \$10,000 will be split among the Terra Linda High School auto shop program, Camp Chance and downtown beautification.

BID members Iron Springs and Pond Farm donated beer for the booth, and next year the 3rd donor will be Lagunitas. No lines for beer, wasn’t too busy. Iron Springs had a fantastic day selling beer. Need better directional signage on beer booth next year. The food vendor was thrilled and served more than ever, 500-700 meals. People who paid the fee to participate in the event were happy. City donated services, so we didn’t pay police, public works, etc. The mayor is trying to make it an ongoing city-sponsored event before he leaves office. May 9 proposed for next year’s event.

Motion by Jed to have May Madness held on May 9, 2020. 2nd by Bonnie, carried.

Comments - Need more volunteers. Giving significant donations to organizations, so they should be approached to provide volunteers. Eight EV cars exhibited at event for free, so we could change that.

5. Jaime Ortiz - President’s report

Succession planning for the board needs to happen soon. Need to recruit new board members—who do you know? Fill block captain spots—Joanne Vosmek is busy running two stores but would like to continue. Dezy St. Andre resigned, but folks at Double Rainbow (Forrest) and Vin Antico (Kelly) expressed interest in serving as board members, and Tobi of Bodywise Massage, who has visited our meetings, is interested. Application is at member info button on the website.

We’ll need to prepare our report to city council in Nov., which will include our proposed board member list. We want geographic and categorical diversity. We’re looking for restaurant and West End members.

Comments: see where holes are. Identify if you need attorneys, restaurant owners, office, retail input. Send another “get involved” email to membership.

Upcoming events

July 13, Hops and Vines Stroll

Nov. 3, West End Village Festival

5. Eda Lochte – ED's report

Next Thurs. mixer, June 27 at Bogies Too, next to Art Works. Speaker - Barry Miller on the Downtown Precise Plan for 2020 General Plan.

Hops and Vines Stroll – July 13

Owner of new Istanbul Rugs is excited to be involved in downtown events such as Friday Art Walks, serving Turkish tea, having bellydance performances. Next mixer Sept 26, at their location, speaker topic TBD.

Sidewalk Sale – 2nd one this year is Aug. 24. Members want it twice a year, spring and late summer. Want to promote it and looking at ads in IJ and Pacific Sun if in our budget.

Comments – advertising rates are negotiable, so see what they can offer.

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

The first AIM Farmers Market happened last week. Good turnout and quality of goods. Will monitor and see how it goes. Give us feedback if you hear anything.

Downtown charette - 75 people came, 300+ comments on what they'd like to see, including pockets of open space, give the place more of an identity, conversations about bicycle access on 3rd and 4th. Looking at housing as a priority for land use.

Discussing form-based zoning, meaning approval based on how the building looks from the outside, not what's inside.

New downtown Marriott Hotel – approved in April and waiting for applicant to file for building permit. Separate applications filed for 2 hotels on Francisco Blvd across from Blue Wave car wash.

On-street dining – now allowing more than 2 in a downtown section. We have 4 applications and 4 already allowed. Tam Commons is approved. LaVier (one parking stall), Vin Antico and Libation have apps in. Tam Commons targets opening theirs in July. There is interest from the West End. The Kitchen Table applied but couldn't get agreement with owner and other property tenants. They may revamp their application to sidewalk dining. Johnny Donuts, Iron Springs and another restaurant expressed interest. City building code (life, health and safety) applies. Can't do awnings because they block driving visibility.

Comments – can decorate and make on-street dining spaces more appealing: tiered planter boxes, art, etc. Maybe Art District can be involved.

Opportunity now for City, BID and Chamber to shape the new farmers market. Need more involvement of downtown and local vendors.

Other cities do movie nights in the park. Have been successfully done in Albert Park in the past. So many

events in other Marin cities, there's a lot of competition. The Gerstle Park Homeowner's Assoc. has a PorchFest event in September and could partner with other groups like that for family events.

7. Bonnie – Downtown San Rafael Arts District

No meetings, no report.

8. Adjourned at 9:00.

9. Next meeting *new date and location one time only* - Thursday, July 25, 8-9 AM at the Bank of Marin Conference Room.