



BID 2019 Annual Plan Committee Agenda

Tuesday, August 27, 2019, 8-9AM,

LOCATION: Bank of Marin

1) Propose BID 2020 Budget

- 2) **Work Plan:**
- Organization** – Increase Board Members
 - Current Board and DSRAD Board Members?**
 - Other types (restaurants, professional, service)**

Committees – Increase activity

- Marketing & Promotion**
- Events**
- Beautification/ Safety/ Signage & Art Design/ Streetscape**
- Economic Development**

3) Review of Mission and Vision: Are both important?

Mission: *The mission of the Downtown San Rafael Business Improvement District is to promote the common interests of business owners for the purpose of maintaining and developing a welcoming place to shop, dine, work, and live.*

Vision: Downtown is the cultural heart and soul of our city, where entertainment, dining, commerce and art are testament to creativity and entrepreneurial spirit. Downtown is where hometown pride and community thrive

4) **Brainstorming:** What does BID success look like at the end of 2020