

**BID MEETING MINUTES**  
**Thurs., July 25, 2019**  
**Bank of Marin Conference Room**

**1. Attendees**

Board - Jaime Ortiz, Jed Greene, Erika Bowker, Jeff Brusati, Bonnie Ayers Namkung

Staff – Eda Lochte

Guests – Joanne Webster - San Rafael Chamber, Rick Lewis – Gold Rush Jewelers, Bishlam Bullock – Salon B

**2. Called to order by Jaime at 8:00**

**3. June minutes approved – Jed moved, Jeff seconded and unanimously passed**

**4. Rick Lewis/Jaime Ortiz – May Madness report**

This was the 31<sup>st</sup> event, the biggest and best ever, and most profitable. Thanks to Rick, who spent seven months working on it. Eda was very committed and contributed a lot. Now we have a partnership with the Chamber, which will be very helpful. We previously talked about making donations from the event proceeds – supporting two nonprofits, the first Terra Linda High School auto shop class/Charlie Goodman. He has a car collection and could also be helpful for bringing more cars to the event. The other donation is to Camp Chance, run by SRPD, Sheriff Dept. and County Probation. They take at-risk youth to Walker Creek to expand their horizons.

We're hoping after all the expenses are accounted for, we'll have additional profits to spend downtown. Maybe on signage or to contribute to more lights like we supported for the West End.

Jeff moved to continue doing legacy event by partnering with Rick Lewis and the Chamber, and honor our commitments to the nonprofits and to create MOU with May Madness committee. Jed seconded. Motion passed. Before next year, need to draft a memorandum of understanding to clarify roles, responsibilities and financial arrangements.

**5. Eda Lochte – ED's report**

Hops & Vines Stroll was wildly successful. Participants were excited, guests loved it. Istanbul Rug, the new store at 4<sup>th</sup> and E, made sizable sales during the event. Stacy at Bella loved it and had an uptick in sales, said they'll participate every year. We had good coverage—publicist, social media, article in IJ. Had 20 participating merchants. Wanted to show off new breweries. Hoping to continue every year. We presold 186 tickets and sold 70 more at door, plus 44 VIP comps, so about 300 total. We'll report final numbers after close of event.

New Meet Your Neighbors feature on website – Sharon Christovich and Bonnie put out a first issue, a profile of Rebound Bookstore in the West End.

Streets team storage shed burned down, sent info out and would like to support them. Can we donate or ask for in-kind donations?

**7. Jed Greene – Treasurer**

Don't have all the credit card detail on events yet, so there are still expenses to record. Do have some of the income and expense. Have allocated some of Eda's time to events. Don't know what we'll net on

Hops and Vines. Money received from the City from business licenses is close to the normal amount, rather than lower like last year.

#### **7. Bonnie – Downtown San Rafael Arts District**

No meetings/no report.

Discussion – Group talked about making downtown signage, both City and permanent signage, a partnered project with the Arts District, City and BID. Permanent signs would involve red tape with City. Would like to work together to get signage that says SR Downtown Arts District, Welcome to San Rafael, Welcome to West End.

Parking Services wants to create color, art and liveliness downtown. They worked with Fox & Kit designers on a painting at 5<sup>th</sup> and C St. garage. A rotating artwork will replace the ugly parking sign on 5<sup>th</sup> Ave. Cultural Arts District logo will go on the wall. Devin at Fox & Kit is excited to be part of this signage program. Chamber Leadership Institute also created the painted utility boxes and folks love them.

#### **10. Old Business**

BID is custodian of the remaining Target funds. Joanne Webster is on the committee to disburse the funds. They don't want to support events any longer. Maybe signage, help with website, etc.

Chamber update – continue to explore searchable BID directory on our website. There's a way we can do it through the Chamber, and we're trying to get it done.

May have a sponsor to do a map of downtown, highlight the Cultural Arts District and put parking on it.

Board members – have 7 members now and can have up to 12. Devin at Fox & Kit may be interested in participating. Danielle at Double Rainbow is interested and will get the application to her. Tobi at BodyWise is interested. Erika is interested in being President, Adam as VP. Jed and Bonnie have agreed to stay on in their roles. Have full support of Chamber, City is pleased with BID performance and Eda's work as ED. It's a great time to be involved. Great volunteers running events, Rick Lewis, Adam Violante. Please bring more people to the board meetings and encourage them to join the board.

**8. Adjourned at 9:00.**

**9. Next meeting - Thursday, Aug. 15, 8-9 AM at Chamber of Commerce.**