

BID ANNUAL PLAN MEETING MINUTES
Tues., Aug. 27, 2019
Bank of Marin Conference Room

1. Attendees

Board - Jaime Ortiz, Erika Bowker, Bonnie Ayers Namkung, Adam Dawson, Jed Greene
Staff – Eda Lochte

2. Called to order by Jaime at 8:05

3. Revenue

Next year we expect revenue of \$83,500 from the City, slightly more than 2019. Not sure if it's because of more businesses or better compliance.

Discussion

Can we change the BID footprint to include some larger businesses, such as Bananas at Large? In the 2040 Plan and Downtown Precise Plan, they've chosen to make Downtown efforts the main priority. The footprint will be expanded, possibly to include Montecito Plaza and a broader downtown area.

May Madness has continued to be profitable. Need to adjust the expenses higher to show donations to nonprofits. In lieu of the BID paying the event producer Rick Lewis, he chooses an organization to support with the event proceeds. At least fifty percent of the profits stay with BID and remainder goes to community organizations. In 2019, two organizations received \$5,000 each from those donations.

Hops and Vines had a good turnout for its inaugural year, but lost money this time. Will need to pay a producer for 2020 or handle it ourselves. The event is important, even though it's not yet a money maker, it accomplished our plan to expose a new crowd to our Downtown.

Target money remaining is \$20,000. We are custodians of the money, but it's not ours. We can write a proposal to the committee that's managing the money and request the full amount to help support marketing of Downtown. It would be a good joint project for BID and DSRAD to write the proposal.

Trick or Treat – includes advertising, posters, treats and bags, need to raise budget to \$1,000

Restaurant Week - scrapping it because we can't get restaurateurs to participate

West End Village Celebration – about \$3K net revenue next year. Higher income expected next year

Sidewalk Sales – printing and adv. costs. Only one spring event in 2020.

Mixers - \$500 is enough as hosts typically donate all or part of refreshments

West End events - \$2,000

Additional revenue

Is there a way to get the City to earmark a percentage of money collected from cannabis licenses for the BID, or funding from another City source, parking revenue?

Hotel tax – can a portion be allocated to BID?

Plans for 2020

In addition to keeping beautification, events and promotion on the agenda, a couple of new ideas to consider:

Help with Economic Development – Can work with Downtown and Chamber to support filling downtown vacancies.

Cross-promotion – BID, DSRAD & Chamber exploring possibility of combining efforts. Hoping to pool funds with other partners.

2019 Annual Report – need to approve at board meeting on Sept. 19 so it can be presented at BID annual meeting and later go to City Council

4. Meeting adjourned at 9:07