

BID BOARD MEETING MINUTES  
Thurs., Nov 21, 2019  
Chamber of Commerce Conference Room

1. Attendees

Board - Jaime Ortiz, Erika Bowker, Jeff Brusati, Adam Dawson, Jed Greene, Elisabeth Setten, Tobi Lessem  
New 2020 members – Ogi Teker, Morgan Schauffler  
Eda Lochte - BID Staff, Joanne Webster – Chamber of Commerce  
Guests – Andrew Henning, Jim Myhers, Meg Reilley – Marin Society of Artists

2. Called to order by Jaime at 8:03

3. Approval of Minutes - motion Jeff/2<sup>nd</sup> Jed/approved

**4. Downtown Streets Team Committee overview – Andrew Henning**

DST here for 6.5 years, Andrew met with the Regional Director, Karen Strolia, about a DST redirect, establishing priority areas, redeploy team. Parking meter campaign needs re-messaged and publicized, supervised to skip leaves and focus on trash. Elisabeth volunteered to integrate message with Poetry in Windows by DST members to bring personal stories to public.

**5. Parking Department Report – Jim**

August 18, 2018, started free Sat. parking and weekend pilot. Continuing program now to make it permanent. Cost \$86,000 per year. Need to generate lost revenues. Increase citation rates is the plan. Folks who violate law bear the costs. 2010 was the parking last rate increase. Jan. 2015 there were 2,000 meter violations per month, now below 1,000 because: credit card use, park mobile, education (officer puts brochure on windshield detailing other options.) Downtown meter revenue remains constant. East SR income helps balance revenues. Jim stated that historically, 200-300 garage parkers during weekdays and only 70 during weekend.

Noted that the total additional revenue in this proposal is much higher than the loss from Sat. parkers. Can a portion of revenue be always set aside for Downtown projects? A beautification element could be included like C Street Garage update, or \$1 per day for Sat. (mostly employee parking) be earmarked for Downtown projects.

Plan for the future – 2-story parking garage next to new Marriott Hotel: City employee parkers on top M-F, public parking on bottom and Sat. and Sun., until the new Fire Station is completed with employee parking. Jim's proposal presented to City Council only after the BID and Chamber approval. Suggestion to have Expired Meter fee not raised. Jim gets \$22.50 of \$35 fee. Jeff, Tobi, & Adam will be the sub-committee to follow up with Jim.

4. Jaime Ortiz – President's report

West End Village Celebration – Great family event. Out of towners. Highly successful!  
Public loves Tivoli lights, need funding for more. Stay tuned. BID received the Shop San Rafael proclamation at the 12/18 City Council meeting. BID renewal on 12/2. Jaime's last meeting as Board President. Thanked Eda and happy for Board success and City, Chamber, DSRAD, parking and all local partnerships. Parade of Lights – No snow this year, cost is \$15,000. Ask for possible snow sponsors next year?

4. Jed Greene – Financial report

No report. We're generally on budget .Expenses will be in later from WEVC.

5. Joanne Webster – Chamber of Commerce report

Need BID liaison for Downtown Precise Plan (Jed is alternate) – 10-year plan. Barry Miller Director. Some parts of plan: to increase density and housing units, mixed use with retail on ground floor, Montecito Plaza will now be in Downtown plan (and pay BID fees), height changes WE 4 stories now go to 5-6 stories, A-C block remove curbs and open to outdoor plaza feel with bikes and cars. Will have focus groups with businesses that own their building. Gen Plan 2040 steering committee meets the Second Wed. at Bio Marin, 6-9pm. BID should have the Options Report presented by Barry, to weigh in and keep plan on our radar.

6. Elisabeth Setten –DSRAD report

Bike racks research ongoing with Simon and DPW. 20 standard U-shaped bike racks are ordered in colors, 8 art bikes, using \$5,000 BID donation and the remainder of the 2019 grant funds.

Meg weighed in that she is working on CA Arts Commission grant for a mural on the MSA building. June 2020-July 2021 is time period to find a 50% match grant fund donor. She will work with City on mural ordinance issues.

9. Eda Lochte – BID Executive Director

Asked for Judge for window decorating contest 11/25, Morgan volunteered. Asked permission to add Board emails on website and all approved. Thanked Jaime for years of service, he got a standing ovation.

10. Old business/Suggestions

11. Adjourned at 9:07

12. Next meeting – **NO December meeting. Happy Holidays!**