

BID BOARD MEETING MINUTES
Thurs., Jan. 16, 2020
Chamber of Commerce Conference
Room

1. Attendees

Board - Erika Bowker, Jeff Brusati, Adam Dawson, Jed Greene, Bonnie Ayers Namkung, Jaime Ortiz, Elisabeth Setten, Morgan Schaufler
BID staff - Eda Lochte
Chamber of Commerce - Joanne Webster
City of San Rafael – Simon Vuong
Guest –Meg Reilley, Marin Society of Artists

2. Called to order by Erika at 8:07

3. Approval of Minutes - motion Jaime/2nd Jed/approved

4. President's Report - Erika Bowker

Jim Myhers, head of City's parking dept., is requesting a fee increase. Garages have been free on weekends under a pilot program now made permanent. That costs the department \$86,000 per year. He is looking for BID support to take the fee increase recommendations to the City Council to cover that shortfall and generate additional funds. The BID would like to receive some of the additional funds from the parking budget and must decide how to use it. The parking rates haven't increased since 2010. Suggestion made for \$1 flat fee for Sat. parking in the garages. BID's parking subcommittee needs to meet to discuss the proposal.

Board members first want to know how the department's budget is allocated. When does Jim have to present the plan to the City? The garages also need seismic upgrades. Suggestion made to ask City to match BID contribution and use it for beautification. Subcommittee will meet to create a proposed plan of how the money will be spent—beautification, upgraded garbage cans, flower boxes, etc. or potentially allocate some to admin or social media budget. Want to know what public tolerance is for higher rates.

5. Executive Director's Report – Eda Lochte

2020 Events and Promotions

Lighting Switched On – at installation completion of 4th St. Tivoli lights to SMART train station, dusk, end of Feb./March (to be partially funded by profits from May Madness)

Clean & Green Day – downtown cleanup, Fri. April 24, 9am-noon

May Madness Classic Car Show & Parade – Sat. May 9, noon-6pm, parade at 5pm, Elks Club sponsoring band and dancing that evening

Sidewalk Sale – Sat. June 6, 11-5pm (same day as Street Painting Marin)

Hops & Vines Stroll – Sat. July 11, 2-7pm

Annual Meeting/Mixer – Thurs. Oct. 8, 5:30-7pm, with speaker of interest to members

Trick or Treat on 4th Street – Sat. Oct. 24, 1-3pm

West End Village Celebration – Sun. Nov. 8, 11-7pm

Shop Local San Rafael – Sat. Nov. 28, 10-5pm, partner with City for holiday season promotions

Will need an events committee – Jaime has agreed to be chair.

Jeanette Harrison of the Alter Theater is looking for permanent place for performances downtown. Jeff Chen, owner of the Scandinavian Design/San Rafael Jewelry building may subdivide his space or be open to having an experiential tenant. In the meantime, will have the theater popup in the San Rafael Jewelry space at the corner of 4th and B.

6. Treasurer's Report – Jed Greene

We have preliminary 2019 numbers, getting close to final. So far we're showing a profit of \$9,600 which is pretty high. However, not all the West End Village Celebration expenses are in yet. Adding back WE Village in our account – was \$8K from last year. Events have been good revenue for us.

New law went into effect on Jan. 1, AB5, which impacts consultants and defines whether you're independent contractor or an employee. It may affect Eda's status.

7. Chamber of Commerce Report – Joanne Webster

Marriott Hotel project is moving forward. Pizza Orgasmica building sold to the owner of Lotus Cuisine. At Second and B Sts., 41 or 42 condos are going in. BioMarin and Whistlestop came to agreement with City and will move forward soon. No info on Costco project in Northgate.

The Chamber will be looking at SMART measure to understand and be able to recommend or not.

Chamber celebrates 100th anniversary this year. Aug. 23, 1920 was the first meeting but will celebrate April 2 at State of the City event. Please nominate a company (even yours) for business of the year. Also a school essay contest on what City will look like in next 100 years and winner will get \$1,000 scholarship.

August meetup at Bank of Marin Aug. 12 will also celebrate the anniversary.

8. Economic Development Report – Simon Vuong

Have been working on obtaining art bike racks for downtown. DSRAD has been communicating on final design—6 to 8 teal racks with California Arts Dist. logo to be installed between A St. and Lootens. Trying to get them purchased in next week or so, with 4 to 6 weeks for delivery, then schedule installation.

Marin Square on Bellam is being reskinned. Home Consignment Center is new tenant. The shopping center will be transformed and new tenants should fill in the empty spaces. Goldstone Project at 1001 4th St. executed agreement with the City in Dec. It is to be a market hall concept and they're reviewing parking plan now. Working on parking rates, accessibility, residential units before City conveys the property to them. Got deposit from Goldstone in January.

Libations is constructing their on-street dining spot. This pilot program has no new projects underway.

Condos at 2nd and B are market rate, a little commercial space. They're pulling permits for

superstructure. Not sure if for sale or rent.

Ritter Center and St. Vincent's potentially relocating. Not a lot of info now.

9. DSRAD Report - Elisabeth Setten

Map – DSRAD subcommittee met and prioritized social media for spending state funds. Bringing a new consultant on board to shine more light on the arts district.

On the governor's agenda is a proposed budget for \$9 million additional funding for all 14 arts districts. That would help everyone have more impact in their communities. We're working with the coalition of districts to lobby for funding. Should hear the outcome sometime this year.

Some Target funds remain—\$20,000—and BID/DSRAD could potentially ask for those funds to help with beautification – lighting, arts district, etc. We need to create a proposal. Marin Soc. of Artists applied for grants for murals at their building and downtown. The City's mural ordinance is still prohibitive. The City is working on it and hopefully can adjust without doing a whole new ordinance. The new Library and Recreation division will work on it.

10. Adjourned at 9:07

11. Next Meeting: Thursday, Feb. 20, 2020, 8-9AM, Chamber of Commerce