

BID BOARD MEETING MINUTES
Thurs., Feb. 20, 2020
Chamber of Commerce Conference
Room

1. Attendees

Board - Erika Bowker, Jeff Brusati, Adam Dawson, Bonnie Ayers Namkung, Jaime Ortiz
Chamber of Commerce - Joanne Webster
City of San Rafael – Simon Vuong
Guests – Meg Reilley - Marin Society of Artists, Andy Naja-Riese and Katy Chapman - AIM Summer Farmers' Market, Joel Eis - Rebound Books

2. Called to order by Erika at 8:05

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

4. President's Report - Erika Bowker

Next month – will work with attorney for review of Brown Act and begin discussion of bylaws update.

Green and Clean San Rafael - Friday, Apr 24, 9 to noon. Among the participants – We are working with Ann Bauer, San Rafael Volunteer Program Assistant. Participants already confirmed are Downtown Streets Team, Marin Sanitary Service, Conservation Corps North Bay, San Rafael Clean, Clean Marin and Marin County Stormwater Pollution Prevention Program -MCSTOPPP.

Jaime is asking the Rotary Club and our new West End business, Pink Owl Coffee has volunteered to supply all the coffee.

Last year we gave brooms and dustpans, this year considering grabbers with BID logo.

May Madness, Sat. May 9th – car registration is open and half-full already. Save the date, we need you to volunteer as BID is getting half the proceeds.

Andrew and Karen of Downtown Streets Team met with Eda and Joanne to tweak the Downtown map boundaries, service routes and schedule to serve businesses better. New routes began this week concentrating on B and C Street high traffic areas.

5. Events Chair – Jaime Ortiz

Introduction of AIM's Andy and Katy to talk about upcoming Summer Market. They wondered if lights on the 4th St. trees will be working for the market. Update: crisscross lights like those installed in the West End last year are scheduled to be added on 4th this spring, probably down to Lincoln Street. Public Works Dept. says they'll go ahead, continuing to work on funding.

Market will be every Thurs., May 7 to Sept 24, 6 to 9 p.m., streets closed from A St. to Lootens. Would like to incorporate BID events and businesses into the market. The season is 5 to 6 months long and could have a booth for rotating local businesses. Would need a booth sponsor—\$2,000

for the season and feature BID as sponsor of market and on social media. Plus would have to supply liability insurance for the booth. Don't have to meet the criteria to have everything made locally—can rotate through Downtown businesses. AIM will help book the businesses and manage scheduling.

More lead time setting up the market this year. Also trying to connect with Canal Alliance and have a rotating table for entrepreneurs—LatinX cultural entrepreneurs. Food vendors still need health dept. permitting, even for rotating spot. Will set dates for Hispanic Night and Back to School night again this year. Also did back to school night for Dominican University last year and may repeat. AIM is open to new ideas.

Regular market booths must have locally made products and businesses. Go to AgriculturalInstitute.org to apply. Can be food, artistry, farm-grown products, beehives. It's a great way for cottage bakers to start, and AIM is looking for a baker.

Would be nice to have a couple of cars at the market to promote May Madness. Suggestion to control space designated as free speech area because yelling protestors were unpleasant.

Survey showed that marketgoers want more hot food, so need more local restaurants.

8. Parking Committee - Jeff Brusati

Parking revenue can help support BID, and we're working with Jim Myhers. The committee needs to address citation increases and get a sense of the parking district's budget and funding. We will consider what our funding goal is. Possible Sat. parking fee of \$1 may be something we can leverage. City did comment that they'd support BID fiscally but that hasn't changed.

Rather than a flat amount, interested in an annual contribution, such as an ongoing percentage or matching fund. The current BID budget limits ability to make an impact. Funds have been used for beautification efforts and would like to do more.

The City lost revenue of \$80K by making Sat. garage parking free. Trying to figure out how to generate revenue and get a share for BID. Plan to talk to BIDs in Novato and Petaluma—they get matching BID funds.

Jim Myhers must go to city council and request higher rates. Can he build in future rate increases? Parking budget about \$5.2 million per year.

Need to draft a basic plan because Jim needs it for council meeting.

8. Chamber of Commerce Report – Joanne Webster

Received 14 applications for the Chamber's Downtown business of the year. Nominations are still open.

Eda and Joanne met with the Chen family that owns Scandinavian Designs bldg. They've had a difficult time finding a tenant for the large space. A number of tenants have looked—including a grocery outlet and home consignment store—but went elsewhere because of lack of parking. They'd like to negotiate with the City to designate 15-30 spaces in the C St. lot behind Wells Fargo just for their store. City is open to exploring it. Concerns were voiced about not leaving enough

spaces for public as the lot is well-used during the week, especially when many spots are rented to Tesla.

Tree was uprooted in front of Extreme Pizza so City is looking into it.

aExploration of making W Francisco from 2nd to Rice Dr. one way southbound to avoid train tracks.

8. Economic Development Report – Simon Vuong

New businesses—Pink Owl Coffee in West End, Shangri La Organic Kitchen where Himalayan restaurant was. Union Bank is working on improvements in new space in Montecito Shopping Center, the location will replace the branch on 5th Ave. Pier One closing. Macy's is closing many stores, but don't know which ones yet. Costco situation in Northgate is unsure, waiting to hear from developers. They're working on a master plan of whole property.

Goldstone project at 1001 4th St. – negotiating agreement in place, working on parking supply and hoping by June a plan will be in place. Difficult predicting availability of labor and trades that are now in short supply.

9. West End Events – Joel Eis

Joel presented a spreadsheet of potential West End events. A culture crawl could allow merchants to have a one-day sale, a demonstration or live event. Able to put it together and promote it for \$600. Last time got 500 attendees. The merchants are willing to do the work and within budget.

Ideas presented for events that were done before and would like to repeat them. Estimates are for posters and paying musicians. Assuming daytime retailers will want to participate. Photography store could be an anchor.

Many empty retail spaces now and it's difficult down there. Culture Crawl was probably the most successful and can consider for 2020. Art Walk event could be combined with Culture Crawl and could make total budget of \$1,200 combined.

Discussion—Board requested that Joel choose one event and create a plan, who might participate, estimated expenses, chosen date and what he'd ask of BID and staff. He expected \$100 would pay for his time to take off from the store.

10. Adjourned at 9:20

11. Next Meeting: Thursday, Mar. 19, 2020, 8-9AM, Chamber of Commerce