

BID Board Meeting - Thursday, August 20, 2020
VIA ZOOM DUE TO COVID-19 SHELTER IN PLACE ORDER

1. Call to Order/Roll Call/Welcome Guests

Board - Adam Dawson, Jaime Ortiz, Morgan Schaffler, Tobi Lessem

Staff – Eda Lochte

Chamber – Joanne Webster

City of San Rafael – Simon Vuong

Guests – Beau Blanchard - CFI Corporate Development Manager

2. Called to order by Jaime at: 10:05am

3. Approval of April Minutes* - no quorum so postponed

4. President’s Report – None, not present.

5. Beau Blanchard - CFI Corporate Development Manager

The 43rd annual Mill Valley Film festival will be held October 8-18th. The entire festival will be in San Rafael this year. They want us to understand the naming “Mill Valley” is more of a brand, like Sundance. It will be a hybrid festival - doing a drive-in at the Civic Center fairgrounds. They will use superior technology (THX/Dolby) with multiple generators so that nothing (not fires, blackouts, power outages, or anything else) will effect the showing of the films. The San Rafael Film center will act as a socially-distanced VIP hub for membership pickups, giftbags, beverages, and movie snacks. There will be awnings and areas for guests to sit outdoor (taking ideas from Dining Under The Lights), as well as a red carpet photo opportunity. Due to the area near the Film Center being such high traffic and active, attendees should be diverted to park in other locations. This event usually brings in 70k attendess - this year is expected to bring in 15-29k to the drive-in. BioMarin was looked at as a potential venue, however there were too many delays in the approval process. Beau is a past Board Chair from the San Rafael Chamber so he appreciates the complexity of these decisions and efforts.

6. Executive Director’s Report, Eda Lochte

Dining Under The Lights has been better attended on Thursdays than Fridays; working on increasing attendance on Fridays. There have been some issues with noise (bands being too loud), coupled with the power outages last week that resulted in last minute disassembling of the event and this week air quality due to fires, however DUTL will continue through Oct. 30th and has been a hit with the public and local businesses.

We are working with the city to disseminate the Homeless Toolkits. The question is whether they should be given to the public and/or JUST the local businesses and keep it a more internal effort. (Meg Reilley of the Marin Society of Arts spoke up about a broken window costing \$1,500 to replace due to vandalism. She mentioned that it would be nice, as an organization “out of the network” to be included in efforts being done to minimize/prevent this type of thing.)

The BID is partnering with the San Rafael Rec Center to create altars for the Day of the Dead commemoration, to be displayed in Downtown windows. Also, DSRAD is working on altars for

similar efforts. Saturday, August 29th is a Cruise being held in lieu of May Madness. It is meant to be a fun experience but not an “event” per se - discouraging spectators and big gatherings. However, participants will be encouraged to patronize local restaurants afterwards.

7. Events Chair, Jaime Ortiz - Recommends that we do sponsor CFI and the Mill Valley Film Festival for a third (\$5K) of the usual cost (\$15,000) due to limited events this year and it is a good opportunity to partner and showcase Downtown BIZ. We have supported similar arts in the past like the Italian St. Painting Festival and the DSRAD. Jaime mentioned that he had word that the broken window/vandalism was committed by one individual and there are efforts to prevent this.

8. DSRAD Report, Elisabeth Setten - None, not present.

Morgan and Eda mentioned working with Lynn Sondag on getting landlords and real estate property owners to allow art in the vacant windows.

9. Economic Development Report, Simon Vuong

The department is working alongside local businesses and staying up to date with Marin Recovers, however there is a bit of a holding pattern in this phase. Some personal services are allowed to open for outdoor work, such as massage and barbers, Bodywise Massage has applied for a permit and will begin outdoor massage in early September. Services such as tattoo parlors are still not allowed to re-open in any capacity. The process for outdoor permits is fairly simple and immediate. One requirement for outdoor services, as mandated as a California requirement, is that the businesses need tents/shade structures. There is potential that the city can offset some costs of tents and outdoor heating devices, but it seems this is TBD. Looking for sponsorship for the outdoor equipment. Eda added the temporary parklets received a \$20,000 grant from the Transportation Authority. Work on them will begin August 27th, for 5-6 active spaces, and should all be completed 2 weeks after commencement of the project. Some pieces of equipment are on back order and creating delays.

10. Chamber of Commerce – Joanne Webster

Small business County health permit fee can be deferred. The Chamber is working on determining guidelines for how to allow businesses to resume work indoor, especially once weather becomes a more pressing issue. They are asking the county to put pressure on PGE for grid rotations and how they implement power shutoffs. The request has been made to exempt all downtowns, however there is a potential for slippery slope with local/nearby residents becoming upset at that advantage/disadvantage. The chamber is working to support small business operations, an example being the Whistlestop/Biomarin lot becoming a food truck set up for Fourth Street Tavern. However, there needs to be communication as to whether this is a ‘one-off’ or if it plans to be every Saturday for a protracted amount of time. One major stipulation is that food trucks, although many BID members appreciate and enjoy them, should be LOCAL so as not to interfere with the local restaurants. A BID member mentioned one option is to have bars partner with food vendors to increase traffic to their business.

Adjourned: 11:06am