

Board Meeting Agenda

Thursday, Sept. 17, 2020, 10-11 AM

VIA ZOOM MEETING DUE TO COVID-19 SHELTER IN PLACE ORDER

Meeting ID: Meeting ID: 595 781 1548

Passcode: BID

(DSRAD meeting immediately after at 11am)

1. Call to Order/Roll Call/Welcome Guests

Board - Erika Bowker, Jed Greene, Jaime Ortiz, Morgan Schaffler, Tobi Lessem, Jeff Brusati, Elizabeth Setten (Absent, Adam Dawson)

Chamber – Joanne Webster

City of San Rafael – Simon Vuong

Guest - Meg Reilly

Staff - , Eda Lochte

2. Called to order by Erica at: 10:05

3. **Approval of July Minutes*** - Motion Jaime Ortiz 2nd Morgan Schaffler

Approval of **August** Minutes - Motion Jaime Ortiz 2nd Tobi Lessem

4. **President's Report, Erika Bowker** – Annual Plan Subcommittee – Plan would first go to staff for review (end Nov/Early Dec) then go to City council. Jaime recommended we send email/feedback to Eda/Erika for ideas and suggestions should we not be able to make it to the subcommittee (4 max). Elisabeth volunteered to be on subcommittee. Jed Greene jumped in to mention we might have a reserve cash flow due to previous events being canceled and fewer expenses this year. Need to determine how to save/spend going forward. About \$95,000 in all BID accounts. \$59,000 operating- \$10,000 promised to city PW Dept. for Tivoli Lights is being withheld in BID accounts, since May Madness was not held this year to generate donation and DPW offered to wait.

5. **Executive Director's Report, Eda Lochte** - Had to determine whether or not to cancel Dining Under the Lights due to air quality. Had over 60 participants to be in communication with. Friday, when AQI was at 287, it was cancelled. Some patrons/restaurants still came. Considering DUTL being in costume since it falls on Fri, Oct 30th. If it is planned to continue for years to come, we need to develop a plan and a budget. Simon Vuong mentioned that it is a good time to look into when doing the annual budget report. Farmer's Market might be incorporated with the DUTL (taking into account the food trucks and whether or not to continue 1 or 2 nights). Joanne Webster, of the Chamber, is very supportive of the event. Erika

mentioned that we should continue the DUTL into 2021 and focus not only on Fourth Street. Joanne - some of the restaurants look horrible with parking barricades - looking to get an alternative visual approach. Some are struggling with staff, costs, etc. November 15 is the outdoor dining "end-date" written into the application. Those who did not apply for the grant therefore did not get planters. Posters - for Halloween - Morgan Schaffler suggested the change to make "cancelled" smaller font and emphasize on the "Dia De Los Muertos" and positive events that ARE happening.

6. Events Chair, Jaime Ortiz - Bank of Marin made a \$3,000 contribution to the BID for the DUTL event and operations.

7. Chamber of Commerce – Joanne Webster - will be hosting the centennial business of the year award in collaboration with the Mill Valley Film Festival. On Tues, October 13th, the chamber will show a pre-recorded showing of the contributions made by local businesses. The chamber reviewed all of the nominations, there were a lot of good ones, but who really rose to the top was Bloom Marin. Prior to COVID, the event was planned to happen Oct 2nd, and tickets have already been sold. Joanne will contact current ticket holders to ensure they are still attending the event. Allotted only 100 parking spaces - so there will be a limit to number of attendees. Attendees can pick up a pre-made snack and some "treats". The winner announcement will not be a surprise, instead a press release will be sent out today.

8. Economic Development Report, Simon Vuong - Working alongside vendors who are not thrilled about the current state. We have moved to a new Tier 2 - with reduced capacity for many businesses. Restaurants with indoor dining are now at 25% capacity. Social distancing will probably go well into 2021. Marin Recovers is the best resource for up-to-date information for re-opening.

9. DSRAD Report, Elisabeth Setten - Lynn Sontag – Windows Art Project theme of "The Hate You Give" will occur in conjunction with multiple downtown businesses. There are no "asks" for the art project, just an update.

Dia De Los Muertos: Art Works Downtown will have 5 alters downtown - looking to get more businesses to fill out the form request (deadline due date is September 20th). Hoping to leverage this event, Dia De Los Muertos, to bridge the communities. Businesses do not need to create their own alter - the San Rafael Rec. Dept. is working with artists to create alters and by being involved, it will help promote the event and the business. Encouraging businesses to get involved. Suggested by Eda Lochte, the media should include mention of the BID and Downtown Society of Arts. Jaime mentioned that there might be some ways to get more involvement and Meg and Elisabeth came up with the idea of DSRAD working independently is unattainable - so they've identified that they need to be more competitive with the grant cycles. Using the 2040 plan as a springboard - but we need a "vehicle" for making San Rafael a Downtown Arts District and hub. There was discussion of steps to create a SR Arts Council.

Adjourned: 11:18am