

Board Meeting Agenda

Thursday, Oct 15, 2020, 10-11 AM

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

Meeting ID: Meeting ID: 595 781 1548

Passcode: BID

1. Call to Order/Roll Call/Welcome Guests Present:

Board - Jed Greene, Jaime Ortiz, Morgan Schauffler, Tobi Lessem, Jeff Brusati, Elisabeth Setten, Erika Bowker

Chamber – Joanne Webster - Not present

City of San Rafael – Simon Vuong

Guest - Meg Reilly

Staff - Eda Lochte

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

3. Approval of September Minutes*:

motion Jaime Ortiz

2nd Morgan Schauffler

4. President/Director of Social Media's Report, Erika Bowker –

5. Executive Director's Report, Eda Lochte -MVFF going great - the Grab-n-Go is sponsored by BID. VIPs and ticket holders receive popcorn and treats and a logo bag with Downtown restaurant's info. The collaboration has been successful in having lots of patrons visiting restaurants to pickup or dine prior to the films.

DUTL- St. Closure Team of 3 (Public Works and Parking Dept both share the cost) Morgan asked about inclement weather and whether or not we still pay for the hours. Eda mentioned that we have some sort of obligation to pay for supervisor's scheduled hours, determined we would pay partial pay of 50% when last minute cancellations occur. 6 of the estimated hours are for clean-up/put away at the end of the season. However, the cost is only \$30/hr for his work. BID is advocating to continue DUTL in Spring as soon as the weather is good, and continue annually.

New graphic created for the Dine-In-Costume-Night, Oct. 30. The graphic will be sent out to local partners- and Erika will add it to social media.

Eda has been helping with permits and execution for Outdoor Dining Areas in parking spaces. Advocating to continue until Summer 2021.

6. Events Chair Report, Jaime Ortiz - Mentioned it's our intention to continue DUTL into 2021. Communication with AIM should begin to combine the space for local farmers and DUTL to work together. Simon mentioned that the wildfires are impacting AIM.

7. Treasurer's Report, Jed Greene - Challenging time next year to figure out what events we can/can't do (visa vi: covid), and therefore the projections might be difficult to determine. DUTL is a big expense. Jed shared the screen with us to show the budget. About \$70k cash budget into next year. Potentially a \$27k loss - pretty standard, but we usually have a better income. We still need to get it approved by the city and council - our push is that we saved some extra money last year and it should cover costs for this year's challenge. Jaime mentioned that DUTL is the most successful event to support small, local businesses (and May Madness), however we should not focus on more events because we don't know what next year will look like. Also mentioned that we might be able to improve how the restaurants LOOK by investing in their improvements. Eda mentioned that Public Works is looking to get some funding via grants. Simon added - BID assessments are a 'guess' at this point - whether or not people will pay late or not at all. Ideally looking for \$60k, might be as low as \$30k, could go to \$70k. Unsure at this point.

Motion to approve DUTL street close supervisors fees (6 extra nights in November) - Adam motioned to approve. Motion carried by BID board members.

Year	Category	Item	Amount	Subtotal
2020	Events	Trick or Treat	(\$100)	(\$25,000)
		West End Celebration (2019)	(\$941)	
		Event Staffing	(\$2,175)	
		Shop Local Saturday		
		West End Celebration		
	Initiatives	Dining Under the Lights (includes BID staff costs)	(\$32,000)	(\$40,000)
		SR Chamber (Small Business COVID-19 Grant Program)	(\$5,000)	
		Children's Cottage (from 2019 WEVC)	(\$750)	
		Beautification		
		Other Initiatives: Downtown SR Arts District (DSRAD)		
Marketing & Promotions	Event Advertising/Marketing	(\$8,000)	(\$10,000)	
	Website Maintenance	(\$2,000)		
	BID Member Communication	(\$500)		
	Social Media	(\$500)		
2021	Events	Trick or Treat		(\$10,000)
		Shop Local Saturday		
		West End Celebration		
		Sidewalk Sales		
		West End Events		
	Initiatives	Dining Under the Lights (includes BID staff costs)		(\$40,000)
		Other Initiatives: Downtown SR Arts District (DSRAD)		
		Beautification		
		Event Advertising/Marketing		
		Website Maintenance		
Marketing & Promotions	Event Advertising/Marketing		(\$10,000)	
	Website Maintenance			
	BID Member Communication			
	Social Media			

8. Economic Development Report, Simon Vuong - Update regarding Copperfield's: plan to the city to occupy the corner near Scandinavian Designs. Might be closer to 2021 until we see any substantial expansions.

9. Chamber of Commerce Report, Joanne Webster - N/A Not present.

10. DSRAD Report, Elisabeth Setten – Dia de los Muertos alters in windows- 30,000 Unique online visitors. Many of the artists were positively impacted by the event and being able to share their vision. Hard to quantify the added value from having passersby enjoying the experience, but it has been a wonderful experience and collaboration with the community and the city. Feels like a way to support an event that isn't a huge expense but using what we already have in motion. DSRAD is no longer receiving funding from the arts council. There are Instagram and Facebook by Naomi Alesandra who created beautiful pages. Over 4,000 visitors have gone to the sites.

Eda mentioned that the Public Works is adding bike paths on 2nd (across from Body Kinetics) which helps with bike path connections, traffic flow and dangerous conditions. In the creation, there is a retaining wall and would be a great place to add a mural and (as Elizabeth added) it ties into the bike racks.

Suggestions: No suggestions today.

***Action items**

Adjourned: 10:48am