

Board Meeting Agenda

Thursday, November 19, 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

Board - Erika Bowker, Jed Greene, Jaime Ortiz, Morgan Schauffler, Elisabeth Setten, Tobi Lessem
Chamber – Joanne Webster
City of San Rafael – Simon Vuong
Guest: Meg Reilly
BID staff: Eda Lochte

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

3. Approval of September Minutes*:

motion Jed Greene **2nd** Jaime Ortiz

4. President/Director of Social Media's Report, Erika Bowker – Thanks to all for the help with the annual report.

5. Executive Director's Report, Eda Lochte - Potential cancellation for December BID meeting - Jamie moved to approve the meeting cancellation and Jed seconded the motion. The board will remain the same next year, with Jamie at the helm again for 2021. Many thanks to Erika for all her hard work as President, on social media and beyond during her term. Thanks also to Jaime, Jed, Bonnie, Tobi, Jeff, Morgan and Elisabeth for service in 2020 and dedication to return in 2021. Covid-grant program info. Window decorating contest Dec 1st. Prizes/certificates.

Eda requested folks attend the transit center meeting tonight at 5:30pm by zoom. The transit center is a gateway for our community and will be important to Downtown for decades to come. Goldengate.org/srtc for more information.

6. Events Chair Report, Jaime Ortiz - Spoke about plans and inspiration for the BID board for 2021. Asks all of us to think about the *reason* for why we joined the BID and how we can make it beneficial for everyone. We are actively working on developing a West End committee to support the specific needs. Many thanks to all the members for their help and support.

Special thanks to Eda for the leadership! DUTL could not have happened without her commitment to the BID and the city.

7. Treasurer's Report, Jed Greene - NONE

8. Economic Development Report, Simon Vuong - BID assessment will be up for renewal at the next city council meeting, Dec 7, offer for anyone to attend. Nov 16 was the public hearing about the BID annual report and the city council praised the work that has been accomplished during the tricky year with Covid and the shutdown. Marin county has gone back to the Red Tier. We were in the Orange Tier for a while, and city hall was open briefly during that time, but now it is by appointment only. We are working closely with internal departments for the continuation of outdoor dining. There IS a plan to *winterize* outdoor dining and within a week or so we should have a better idea about a more semi-permanent parklet and winter-outdoor dining.

9. Chamber of Commerce Report, Joanne Webster - Congratulations go to everyone in the BID during these challenging times; particularly DUTL as a successful model to all of the county. Shop Local/San Rafael is a great marketing promotion.

10. DSRAD Report, Morgan Schauffler - Funding was cut so not a ton of progress. We have a social media proposal from the woman doing the DSRAD social media. The proposal was to have BID and DSRAD do social media and branding together. Finding that there is some public unawareness about what the BID is. Something to keep in mind for 2021 as an opportunity to keep DSRAD afloat and maybe heading toward another commission. In January we will revisit. It was requested that Morgan send the proposal to the BID a few weeks prior to the January meeting so we can see it and decide because it might be a difficult time to add things to the budget in 2021.

Elisabeth Setten and Eda Lochte attended a zoom meeting that was productive on seeing the artwork for a project of the Dominican students coordinated by Lynn Sondag. "The Hate We Give". Art will be installed at 891 Fourth Street, and 1137 and 1149 Fourth Street, Iron Springs, Proof Lab.

The Marin History Museum who wants to install images of old postcards in window(s). The new 2040 plan, and the arts component, Elisabeth was an advocate for art in the promotion of art and to be included in the new plan. She met with Kate Colin and brainstormed some ideas on how to move the art forward in Downtown San Rafael and beyond. Artworks Downtown has a new mural in their back alleyway.

Suggestions: NONE

***Action items**

Adjourned: 10:32am