

Board Meeting Minutes

Thursday, January 21, 2021 10-11 AM

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

Meeting ID: Meeting ID: 889 4275 3862. Passcode: BID

1. Call to Order/Roll Call/Welcome Guests

Called to order by Jaime at: 10:05am

Attended: Jaime Ortiz, Adam Dawson, Erika Bowker, Jed Greene, Jeff Brusati, Morgan Schaufler, Elisabeth Setten,

Absent: Tobi Lessem

Chamber – Joanne Webster

City of San Rafael – Simon Vuong

Guests: Meg Reilly, MSA and Terrance Thornton, SR Martial Arts

BID staff: Eda Lochte

2. Approval of November Minutes* (Dec. meeting was not held):

motion Jed Greene **2nd** Adam Dawson

3. President's Report, Jaime Ortiz – Thanked all for returning to the Board. Special thanks to Erika for serving as President and Social Media Director during last year's challenges and thanks to Eda. Discussion of upcoming 2040 General Plan and Downtown Precise Plan. Suggested update next meeting by the City rep.

<https://www.cityofsanrafael.org/downtown-precise-plan/>

Bylaw amendment report by Jaime, Eda and then Jeff Schoppert, the attorney who is helping us. See Draft. Areas in need of updating: Boundaries & Membership, definition of Voting Members (current in payment of BID assessment in municipal code) and invited Volunteer Members (no voting rights), reduce quorum for member meetings, change wording as now a Non-Profit Corporation with an Advisory Council (the BID Board). Jeff will continue refining changes and help craft the member message. Jaime thanked Jeff for his generous help.

Thanked and introduced Simon Vuong to make the announcement of his new opportunity as Redwood City's Economic Development Manager. Simon complimented us saying "This BID has been the most consistent and the most dedicated that I've worked with in my 10 years of public service". Jaime thanked Simon for 3 years of quality service and attention to our Downtown and City. Simon's efforts will be greatly missed. He may be replaced by a "Management Analyst" title with more responsibilities.

4. Executive Director's Report, Eda Lochte – Eda has been attending Economic Recovery meetings. Offered our help to "Mayor Kate" for her planned "Walkabouts" for personal business outreach. Transit center Goldengate.org/srtc for more information.

DUTL planned to start up again in March-November. The street supervisor gave an estimate of 24 hours per week needed. (3-5 prep weekly, 8 hours per day for 3 days.) At \$30/hour this would bring his 9-month program costs to \$30,840, including any initial prep work (est. 20 hours). Not included is BID staff time, advertising/posters, and other costs such as SRPD, and 2 helpers. Discussion included: partner with City, Chamber, Rotary, sponsorships and banners. All agreed that DUTL must continue.

5. Chamber of Commerce Report, Joanne Webster – Would like to hold their Business Showcase event at DUTL on the 2nd Thursday in Sept. 9/9. They could invite Downtown BIZ to join. She's meeting with PD about unhoused population Downtown and around SR. She will help us contact building owners to remind them to file "No Trespass Form". Asked that we remind City officials of the impact on customers and employees.

6. DSRAD Report, Morgan (YIA) and Heather (Marin History Museum) meeting tomorrow to discuss DSRAD collaboration on Virtual Walking Tours thru an app.

DSRAD/BID are not moving forward with Naomi the social media manager due to lack of funding with 5 stakeholders. Will keep it on the backburner to revisit in future months.

YIA partnering with the City of SR on the San Rafael Social Justice Mural through the San Rafael Social Justice Community Art Group. There is an open call for artists, and submissions will be reviewed by the Pilot Public Art Advisory Group. The mural will focus on Justice, Equity, Diversity and Inclusion through the lens of a Marin-based BIPOC artist. The art installation will be one that inspires and unites the community. Call for artists link: <https://www.cityofsanrafael.org/art-and-public-expression/>.

Canal mural project: The first of a planned series of murals by the Canal Arts Initiative in the Canal community is sponsored and largely funded by Marin Society of Artists, California Arts Council, Storek Studio/Architecture and Art Works Downtown. Ideal location is 3301 Kerner Blvd, recently purchased by Marin County for homeless housing and outreach services. Challenges are identifying and navigating County/City approval processes. Supporters include Canal Alliance, Mayor Kate Colin, Supervisors Rodoni and Connelly, and a host of local groups. Additional funding is needed. Future murals will likely be on private buildings

7. Next Agenda Suggestions: New Board Member vote (Terrance), Downtown Precise Plan, DUTL, Farmer's Market, Bylaws, Economic recovery.

***Action items**

Adjourned: 11:06