

## **BID Board Meeting Minutes**

Thursday, February, 18, 2021, 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**

Called to order by Jaime at: 10:04am

Attended: Jaime Ortiz, Adam Dawson, Erika Bowker, Jeff Brusati, Morgan Schaufler, Tobi Lessem

Absent: Jed Greene, Elisabeth Setten,

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

BID staff: Eda Lochte

### **2. Approval of January Minutes\*:**

**motion** Erika Bowker **2nd** Adam Dawson

### **3. President's Report, Jaime Ortiz –**

The BID members voted in a new member, Terrance Thornton

**motion** Morgan Schaufler **2nd** Adam Dawson Carried with a unanimous vote of approval.

Bylaws draft approval. No big changes or red flags present, however some wording is needed to be updated since changes in the past. Four main tenants:

- a) Membership - most important
- b) Boundaries
- c) Definition of voting members
- d) Volunteer membership

We need to change the voting requirements for membership to go from 10% to 8 individuals in order to be in compliance with bylaws. The BID can extend invitations to community leaders to volunteer for the board. The Bylaw draft **motion** Adam Dawson **2nd** Jeff Brusati and approved by all members.

**4. Executive Director's Report, Eda Lochte –** Farmer's Market-covered issues relating to the competition with having food trucks during struggling pandemic times. Mentioned the Farmer's Market is not sustainable without also having vendors. Jaime and Eda met with Danielle to get answers on the City's approval and partnership to begin DUTL in March. FM will activate the sparse blocks starting on Thursdays in March. There are pockets of busy areas during DUTL and areas that are less busy (ie: Cafe Del Sol and Bombay Grill did not participate which was actually positive to prevent traffic congestion in that hub.) Sam Rogers, our hired street close supervisor, is still working on logistics although he has promised to do his best to keep his hours down. Eda has been a liaison connecting the PW Dept. and

restaurants to help folks understand what they need to do to apply. Talia Smith and Bill Guerin have worked hard to make the process clear and Talia is very hands on.

Screen-share - Check out the site: <https://www.cityofsanrafael.org/covid-outdoor-dining>

## **DUTL**

Another topic of the DUTL flyers having the image of parents with their children wearing masks and took the Superbowl idea ‘drinks down, masks up’ for the image and message.

### **Promotions -**

Marin I J in the past we have done (4) 1/4 page full color ads + 50,000 digital impressions = \$1500. They say 50,000 impressions are half of what you need per month nowadays (100,000 is the min.) \$400 additional=\$1900. City ED Dept. will share ad costs. We have also been strongly advocating that the “Temporary Permits” for the on-street dining patios, parklets, be extended through Nov. 2022 (exp. Nov. 1, 2021 now.)

Colleen IJ rep says stability, value, and reach of the Marin IJ. Subscriptions in the last year have grown 400% and our website visitors have grown from 1 million/mo. to over 3 million/mo. (value and reach up, prices haven't changed) Deciding whether or not to do a promotion in the Marin IJ - whether it is cost effective and whether or not the exposure rate is worthwhile. The online presence might be a better bet as opposed to advertising in print.

### **Survey-**

Surveyed members to gauge interest in expanding to a weekend day, Sat or Sun.

91 respondents to survey, 12 restaurants, 2 bars, and only 6 retail stores said yes or maybe,– screen-share summary. Therefore, we will resume with the same Th & Fri, 5 – 9 PM for now and revisit expansion once our economic recovery has improved. Posters and flyers (screen share) use block captains again (thanks Morgan for offering to help with Erika’s route).

### **Homeless –**

The Block Captains will also remind BIZ to fill out the No Trespass form if they haven’t and distribute hard copies of the Resource Guide that Andrew Henning updated for us.

**Green Bin Program** – Eda met with Cory Bytof (City Sustainability head) and Zero Waste Marin fellow Travis Osland. They are working on developing a green bin pilot program for local San Rafael businesses. Planning a pilot is to provide free green bins to businesses that have yet to become compliant with current and upcoming State composting laws. If all goes well with the pilot, they’ll expand on it later this year within San Rafael or maybe even pass it on to Zero Waste Marin. They also have surplus office items available to local non-profits and schools. Eda can send you the link if interested. Zero Waste Marin is doing a pilot program to give free green bins to launch in tandem with this state compliance initiative. If it goes well, there may be more to come from Zero Waste Marin.

**Erika's baby present** – The Board Members all chipped in to give Erika a high tech baby monitor. We are so excited for you and can't wait to meet Maria!

**5. Treasurer's Report, Jed Greene - Not Present**

**6. DSRAD Report, Morgan Schaffler** - They are working on two projects based on approval by City Council utilizing a Public Arts Advisory Group:

- a) The Terra Linda Public Art mural of Breonna, that project is getting steam and coming to completion.
- b) The Canal district combination Historic Architecture + Public Art is coming to a head as well.

Both projects are doing very well and are creating the space for Public Art to occupy space in the neighborhoods and beyond. There is a public meeting on the 24th to discuss some related aspects of the projects. They received approval of the City's amendment so art projects (murals, etc.) are not required to pay \$8,000 permit fee or go through planning commission. A special art advisory commission is being set up.

The BLM mural and the Canal Local Impact mural at 3301 Kerner (sponsored by MSA, AWD, Storek Studio/Architecture and the Canal Arts Initiative group) will utilize the pilot program. YIA and Storek Studio/Architecture (with MSA as alternate to Storek) are the current "arts org" designees to the Public Art Advisory Group. City staff see the group's composition as fluid and will consider adding to the group as need arises.

And lastly, Morgan is working on creating virtual walking tours of art with scannable bar codes of historic photos of specific blocks downtown.

**Suggestions: NONE**

**\*Action items**

**Adjourned: 11:07am**