

## BID Board Meeting Minutes

Thursday, March, 18, 2021, 10-11 AM  
VIA ZOOM MEETING

### 1. Call to Order/Roll Call/Welcome Guests

Called to order by Jaime at: 10:02am

Attended: Jaime Ortiz, Adam Dawson, Jeff Brusati, Morgan Schauffler, Elisabeth Setten, Jed Greene, Terrance Thornton, Tobi Lessem

Absent: Erika Bowker

Chamber: Joanne Webster

Guests: Meg Reilly, MSA

BID staff: Eda Lochte

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

**motion** Adam Dawson

**2nd** Morgan Schauffler

**3. President, Jaime Ortiz** –Review 2021 Goals – The Board has a quorum now, but we also need new members. Looking for local attorneys, West End businesses and an individual with advanced social media and marketing skills. Please suggest and recruit.

The only events we currently plan to have in 2021 are DUTL and Clean & Green/Shop Local. How do we decide on holding public events after many are vaccinated? We may continue smaller/non-money making events (such as the Halloween event), however we are in a holding pattern and do not want to plan too much on the chance we have a Covid uptick and need to cancel. At this point we do not have an answer on how to move forward and/or with certain levels of gathering.

Jaime shared the current City projects planned, under construction, etc. (see attachment)

Highlights:

The Hotel plans to be done by the end of the year.

41 Apartments will be built as well - in the South of downtown (B Street)

21 G Street - 9 townhomes built - behind Best Buy

3773 Redwood Hwy - Assisted Living - 87 Assisted living units being built

Vivalon (Whistlestop) - Permits to start construction

190 Millstreet Homeward Bound – 37 low income/homeless housing

800 Mission Ave/Lincoln Ave - Assisted Living

Northgate Dr - 136 Units - 100 are standard, 36 are for seniors

703 Third St - 120 Apartments - the developer is looking for partners

1625 Fifth Ave - 8 apartments

1580 Lincoln Ave (former Sloat Garden Center) - a boutique hotel (25 rooms) proposal, but the city prefers housing. A decision is waiting to be made

1001 Fourth St - mixed use/commercial and residential (Goldstone property) - parking lot behind San Rafael Joe's - automated parking desired - the City mentioned that the City will maintain the amount of public spots but the rest will be used for the project. (171 parking spaces - will be adding an additional 220 spots - which is good because the East end doesn't have as many spaces currently)

Joanne Webster: "Monahan Pacific purchased West America Bank and Union Bank property - intended to develop into residential. City's new Downtown Precise Plan - will allow the developer to have "form base code" which is streamlined - the residential growth will be underway within 18 months."

#### **4. Executive Director's Report, Eda Lochte -**

BID budgeted \$10k for covering the supervisor for DUTL street closures, but due to the transitional year, the Public Works Dept covered the costs. Now the question is how to use the funds - one idea is to create vertical banners to beautify downtown and line the poles with "shop local" signs. A bid for 25 poles (the minimum) is about \$4k. We would use a local printing/designer for this project.

DUTL opened last week 3/11. Cold and slow on Thursday but pretty well attended on Friday. There was live music in 5 locations and folks were distance-dancing in the street! Weather is canceling for the event tonight but it will be on for Friday.

Upcoming AIM's Summer Farmer's Market will join DUTL on Thursdays in May - B to C and C to D streets and ongoing through September. Bogie's and Le Comptoir may join then as well. This will activate these blocks and be a transition to draw folks between Downtown and the West End.

On-street dining patios (parklets) permits are now extended through the end of Nov. 2022. Talia Smith with the PW Dept. went above and beyond to advocate for our businesses.

Clean & Green Day – Thurs. April 22<sup>nd</sup>, 10-noon. Earth day!

Description: Volunteers will pick up litter and clean the parking meters on 4th Street from the SMART tracks to the Pond Farm Brewing Company. The Downtown San Rafael Business Improvement District (BID) and San Rafael Clean Coalition are hosting this event. BID will have booths at two locations for volunteers to check in and pick up supplies: 1. Downtown - City Plaza, 1000 4th Street or 2. West End - The Public Parking Lot at 1550 4th St. (next to United Liquor). Bring your mask, work gloves and water reusable bottle. We will supply disposable gloves, litter grabbers and other cleaning supplies.

Collaborating partners include: Downtown Streets Team, Marin Sanitary and the North Bay Conservation Corp

We will hand out 75 Litter Grabbers to the first 75 Fourth St. businesses that take (or re-take) the San Rafael Clean pledge. Are you available to help? Possibly graffiti removal also.

Eda will do an "Earth day" newsletter that features this with a Shop Local this weekend slant – reduce your footprint – and also announce the free Green Bin and Oil recycle programs available for biz.

**5. Treasurer's Report, Jed Greene** - The big news is we have a check coming in from the business assessments. Budgeted \$60,000 (significant decline) - usually receive two checks (March \$60k & 2nd check Summer \$20k) - last year was an upfront amount of \$80k, and summer was about \$8-\$9k. This Spring we will get \$63k, our budget was only \$60k total. Approx \$10k OVER budget which can be used for further events.

**6. DSRAD Report, Morgan Schaffler** - Public art Advisory Board being developed and that is moving forward - making some strides in getting public art in SR. Terra Linda - Arbert Park - a mural. Have some perspective artists reaching out. Youth In Arts is the sponsor. Working on fundraising with a \$15k goal. The Canal Arts Initiative - Meg Reilly: Aimed at putting public art in the Canal and Storek Studio/Architecture is the lead on the project. 3301 Kerner - transitional housing is where it will be installed. They have applied for funding to be able to move onto the next public art project. Virtual Gala - April 16th (50th Anniversary for Youth in Arts)

7. Keep Marin Working Coalition - survey 1,200 businesses filled it out, 67% from SR- roughly 7,600 business licenses, 12,000 in the county. Approx 90% have less than 20 employees, approx 76% have less than 5. Many women-owned businesses. 58% used personal savings and/or racked up debt to stay alive during Covid. The report from the survey will be given at the Impact Marin Conference. A suggestion is to set up in phases - the first round of funding being given to industries hit the hardest.

**Suggestions: NONE**

**\*Action items**

**Adjourned: 11:07am**

Attachment from Jaime's report:

**ECONOMIC DEVELOPMENT SUBCOMMITTEE MEETING  
STATUS REPORT ON MAJOR DEVELOPMENT PROJECTS  
March 11, 2021**

**ACTIVE CONSTRUCTION**

- AC Marriott @ 5<sup>th</sup> Ave & B Street
- 809-815 B Street- 41 apartments
- 21 G Street- 9 townhomes
- 3773 Redwood Highway - Oakmont Assisted Living

**BUILDING PERMIT APPLICATIONS IN PROCESS**

- Vivalon (Whistlestop)/EDEN Housing – 999 3<sup>rd</sup> Street
- 190 Mill Street- Homeward Bound
- Village @ Loch Lomond Marina – upland marina facilities

**APPROVED PROJECTS THAT HAVE NOT COMMENCED WITH CONSTRUCTION**

- 800 Mission Avenue @ Lincoln Ave- Aegis Assisted Living
- 350 Merrydale Road- 45 townhome units
- Northgate Walk, Northgate Drive – 136 residential units
- 703-723 3<sup>rd</sup> Street – 68 apartment units
- 1628 5<sup>th</sup> Avenue – 8 apartment units
- 999 3<sup>rd</sup> Street - BioMarin expanded office/lab campus
- 1075 Francisco Blvd E (former Chrysler/Dodge)- H2 Hotel

**PROJECTS IN PLANNING REVIEW PROCESS**

- Los Gamos Drive – hillside residential 185 units
- End of Mitchell Boulevard- conversion of office building to housing units
- 88 Vivian Street- 68 residential units
- 1580 Lincoln Avenue (former Sloat Garden Center)- boutique hotel

**SPECIAL STATUS CATEGORY**

- 1001 4<sup>TH</sup> Street – Goldstone mixed-use – 220 residential units; ENA agreement scheduled for extension

**RECENT ACTIVITIES**

- Sale of Loch Lomond Marina to Safe Harbor Marinas
- Pending sale of Loch Lomond Marina residential (second phase, 31 units) and Mixed-Use building (neighborhood commercial + 5 residential units) to Tru Mark Homes
- Northgate Mall- reinventing the Mall; planned development with housing
- 4<sup>th</sup> & E Street (West America Bank)- potential residential development (90 units)
- 5<sup>th</sup> & C Street- potential residential development (120 units)
- Sale of 3301 Kerner Blvd to County of Marin for transitional housing