

BID Board Meeting Minutes

Thursday, April 15, 2021, 10-11 AM

VIA ZOOM MEETING

1. Call to Order/Roll Call/Welcome Guests

Called to order by Jaime at: 10:03 am

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

Chamber: Joanne Webster

Guests: Meg Reilly, MSA

BID staff: Eda Lochte

2. Approval of March Minutes*: Approved with corrections

motion Morgan Schaufler **2nd** Erika Bowker

3. President, Jaime Ortiz – Marin County moving to Yellow Tier Ap. 20 possibly. Good sign. Smart Train ridership picking up, more traffic. BOM going back to 10-6pm reg hours. Economic recovery; please pay attention to other cities and share ideas. DUTL huge success in 2020. Farmer’s Market will be transition to West End in 2021. Thanks to Terrance for joining the Board and getting some sponsored supplies to help with graffiti removal at Clean & Green/Shop Local Day.

4. Executive Director’s Report, Eda Lochte – DUTL -Question of street closure on Fridays. Eda explained the challenges and changing needs with the Farmer’s Market. Clean & Green/Shop Local coming up April 22, Earth Day. Invited Mayor and City Council. Eda has been helping with Parklet Program. Permits good through Nov. 2022. Chrome Architecture giving a “neighbor” discount to do calculations for roof structures that some have built. Some opted to remove their roof. New parklets coming: California Gold, Caribbean Spices. Events still iffy even though schools are back. August May Madness Cruise will happen but will we advertise to public? Will kids gather for Trick or Treat? TBD.

Banners: Brand Downtown, West End Village, Arts District, and more. Costs discussed for design and fabrication \$4000 min. ballpark. 26 banners minimum? Board loves idea of branding Downtown and banners. Perhaps partners help with funding. Arts organizations could contribute to the DSRAD banners, along with the BID. 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?

5. DSRAD Report, Morgan Schauffler – SR Public Art Advisory Board formed 2 weeks ago. Will meet as needed. Working on the 2 projects. TL mural has an artist. Getting proposal. Working on funding. Historical/Arts walking tour still in the works. Youth in Arts 50th Anniversary now. Meg: Canal arts initiative on track. Public Advisory Board meeting and approval moving along. Elisabeth: AWD having an electrical upgrade so PG&E will be trenching in front. “Beautiful SR” exhibit coming.

6. Chamber Report, Joanne – Chamber has endorsed Northgate Mall new plan (no Costco). Mixed use development, MXD. Includes residential apts, outdoor retail. Leadership project Add-A-Meal for people in need. History Museum moving in to Boyd House. B St. Apts leasing now. Hotel on A will have guests Spring of 2022. Keep Marin Working asking for another round of biz relief grants from Federal American Rescue Plan. Office market trend is “right sizing” (down sizing but higher quality sq. footage). Chamber Business Showcase will be at Peacock Gap, not during DUTL as was being considered, due to Farmer’s Market. As things open up, Jaime suggested inviting Santa Rosa, Petaluma and other Chambers to ride SMART and come visit our Downtown. Elisabeth suggested “smART tour as both Petaluma Art Center and Marin MOCA are located on the transit line.

Suggestions for next agenda: Dia de los Muertos, Council Member Eli Hill attending

***Action items**

Adjourned: 10:50am