

Board Meeting Agenda

Thursday, May 23, 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: 10:01am

Attended: Jaime Ortiz, Erika Bowker, Morgan Schauffler, Jed Greene, Elisabeth Setton, Tobi Lessem, Terrance Thornton

Absent: Adam Dawson, Jeff Brusati

Chamber – Joanne Webster

Guests: Bishlam and Amy Bullock, Council Member Eli Hill of District 2

BID staff: Eda Lochte

2. Approval of April Minutes*:

motion Morgan Schauffler

2nd Terrance Thornton

3. Council Member Eli Hill - District 2

Jaime welcomed Council Member Hill. His mission is to serve the community and he understands the “fierce urgency of now”. He came from and works alongside the fire commission and planning commission. He represents District 2 and neighboring communities. He asks that the BID does not hesitate to reach out to him - “What can I do for you?” He is a product of the San Francisco public school system and graduated UC Berkeley in Nuclear Engineering. He now offers primarily technology consulting. He enjoys taking his daughter on walks Downtown and through the West End so he has a vested interest in keeping the Downtown walkable, safe, and with a desirable livability standard. The BID did formal introductions of all members to say hello to Eli.

4. President, Jaime Ortiz – The mobile vaccination unit will be coming to DUTL in order to provide ease of access to residents. There are six dates available for the mobile unit which are posted on the BID website. Children 12+ can get the Pfizer and Adults will be able to receive Pfizer or J&J vaccine here. Jaime, on behalf of the BID, presented a presentation to the Chamber of Commerce via Powerpoint - included was some history of the BID such as its inception being 1779 with 125 businesses represented and growing to present-day size of over 700 businesses (as of 2018), including non-street level businesses. The presentation emphasized on the successes including the Farmers Market and DUTL. In 2021 there will be no May Madness Car Show and no West End Event - both of which are generally very successful and fun ways to liven up the Downtown. However, August of this year there will be a Car Cruise downtown and possibly the Trick or Treat will go on in October.

Beautification efforts have been continuing including but not limited to: lighting, adding way finders, more outdoor seating, preserving a heritage presence, cleanliness, public art, and banners.

Copperfield's is moving into the old Rafael Jewelers location, and Autistry (an incubator) is moving into Copperfield's. This is a place for neurodiverse folks to make products and make a living, by creating art and working in the on-site coffee shop which will be run by their students (adults and children alike).

Fenix: New ownership by someone looking to bring music, food, and a bar plus a parklet.

Jaime petitioned the BID to help retrieve chairs donated from Faulkirk that were lent to local restaurants for DUTL. Tobi volunteered to help him.

5. Executive Director's Report, Eda Lochte - Bogie's Too will be working on a parklet and increasing their hours to include evenings/dinners. DUTL: Adjustments have been made specifically related to the Farmer's Market not blocking open businesses entrances on B and D streets on Thursday nights. C & D streets closed to traffic on Fridays. Tam Commons has expanded out. Farmers Market food vendors types do not compete with local food businesses, but do provide an equity opportunity for business expansion. (Sol Food started at the Farmer's Market when the BID created and produced it.) We, the BID, are championing the City to secure better trash cans that do not leak. Also, there's a focus to get businesses to remove their recycling boxes quicker instead of leaving them in front of the buildings for long periods. The banner project has slowed down in an effort to make better branding. They will meet next week.

6. Jed Green, Treasurer - We are currently on budget, 20% less revenue was expected and we *are* slightly less than previous years but we are on target. We still have the 2nd installment coming in. About 20k from May Madness and 4k from the West End Village event are still in their reserve accounts.

7. DSRAD Report, Morgan Schaffler - Morgan had a meeting with Elisabeth Setten and DSRAD, there are changes being made considering an Art Commissioner position. Included in the meeting was a 20 year plan. They are looking to attract a diverse group of people for the board. They are investigating how much money San Anselmo and Mill Valley invest in their arts commissions in order to get a base idea, especially since DSRAD is not funded by the state anymore. A mobile arts lab (child-focused) will be at events, including DUTL. The arts and architecture walking tour app is progressing - some decisions need to be made about whether or not to charge a nominal fee.

8. Joanne Webster, Chamber of Commerce - There is a general issue around employers not finding employees to fill positions. The Workforce Alliance and the Chamber is coming together to create a Virtual Job Fair that will be held August 3rd. Urgent Item: MMWD (the water district) might ban all new water hookups in new construction which would effect development of the new housing projects. Especially the 1,300 units planned to go into Northgate. The Chamber opposes the moratorium. The Chamber is beginning to host in-person events! They even had 6 officers in the conference room. And they are exploring possibly doing the Business Showcase Event this year.

Suggestions: Final thoughts on whether or not to keep the BID meetings virtual - pretty unanimous vote to keep them virtual with, possibly, a once per quarter in-person meeting.

***Action items Adjourned: 11:01am**