

## **Board Meeting Minutes**

Thursday, June 17, 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 Ortiz 10:07am

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

Absent: Jeff Brusati, Elisabeth Setton,

Chamber – Joanne Webster

BID staff: Eda Lochte

Guests:

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

**motion** Erika Bowker **2nd** Morgan Schaufler

**3. Executive report, Eda Lochte** – DUTL doing well. Marin Salsa giving free salsa classes - very popular, but Sam needed to set up crowd control - kept a 12ft walkway between State Room and the ropes. The farmer's market has decided to consolidate down to 1 block (B-C streets). Arthur Murray Dance has been invited to come to do dance performance.

The B Street restaurants and bars (Libation, The Pupusa restaurant, Revel & Roost) - after SRPW doing traffic studies and Sam doing rerouting work - we are going to be adding B Street to DUTL, including live music. (Awaiting on the final word whether it will be both Thur and Fri.) Jaime and Eda set up a recurring monthly meeting, they will be meeting with Council Member Eli Hill the Friday after the BID meeting - this will expedite action on the hot issues.

May Madness cruise – Rick Lewis scheduled for Aug 28, Terra Linda High School is where the staging area is.

Banners: Thanks to Adam and Mike's Bikes which donated 1K . Thank you to Jaime and Bank of Marin - procured a \$3K donation for the banners, WEVC and general. We looked at the banner designs – discussion included these comments: appreciated #1 - the simplicity and string lights. #3 - clean representation of the downtown. Most like the first one, but prefer to use art versus targeted businesses photos, #3 could have the center square and the San Rafael website be a different color/tone to highlight,

appreciate the “welcome everyone” and the simplicity/consistency of #3, in #3 We keep the colors but use a lighter shade in the background to highlight the main box but keep it consistent/pop out. Overall, we decided on #1&3 to run with and go back to the graphic artist to tweak.

**4. Treasurer Report, Jed Greene** - Eda circulated the financial reports, they go through May. Nothing surprising - have a little over \$90,000 in reserves. Insurance is a bit higher than expected, about \$6,000 in coverage. Clarified that the Chamber accidentally PAID our insurance and we reimbursed them for it. (Eda). Overall, we are financially strong and will have some leftover for next year.

**5. Social Media Report, Erika Bowker** - She took over social media about 2 years ago and at that time there were about 200 followers on Instagram & 1000 on Facebook; it is now over 2,000 on both platforms. She is thinking of bulking the businesses together in more consolidated fashion - based on theme/type of business. Events are being posted. There are a lot of daily interactions (comments, likes, etc). We are focusing on the new merchants by giving shout outs - posts are doing well. Please let Erika know if we can offer any help - shoot her an email.

**6. DSRAD Report, Morgan Schaffler** - We are meeting with the Arts commission model - June 28th is the meeting. The social justice mural in Terra Linda is moving forward. The lead art teacher at Marin Catholic is leading it. They are looking for middle schoolers to high school to share their voices for this art project. They have received \$10,000 donation. They are paying the youth to participate as a job skill development program. YIA's Sip n Bid fundraiser - got C Street to be shut down for the event - July 23<sup>rd</sup> during DUTL, with live band and street dancing.

**Meg Reily, Guest- Public Arts Commission** - consortium is made up of 10 members. Public mural approved that is funded in part by the Canal Alliance and the CA Arts Council, AWD, Marin Society of Artists and private donors. The larger goals are to create an arts cultural pathway in a strategic way - including a walking tour of art. Youth in Arts has a Mobile Art Cart for kids during DUTL.

**7. Joanne Webster, Chamber of Commerce** - Downtown business nominations are open, not hosting a live version of the event, but will do a virtual version. There is a ribbon cutting at the “2nd and B Street Apartments” - June 24th at 5pm. They will be giving tours of the apartments. There WILL be a business showcase at Peacock Gap - there is a lot of success with this event - extended to all members/small businesses. The next economic subcommittee will meet to consider putting a 4-way stop at 4th and F streets. PW did a traffic study, but the chamber has a concern about traffic backup coming down from Miracle Mile.

**8. President's report, Jaime Ortiz** - Eda and Jaime often walk Downtown to meet with people and businesses to talk about issues and needs. We saw the tree lights were dismantled and dangling/not very functional. Some banners and signage are being blocked. PW crew responded to our request and sent out to clean up the tree lights and trim the trees. Around August, the BID needs to begin working on the 2021 report for the city. We also need to develop a 2022 plan for the BID. Lastly, we need to produce the new BID officer slate. Announced that Eda will be retiring (for the 2<sup>nd</sup> time) at the end of the year! All that Eda has done is not even “on the job description” but we do need to create one so we can hire a new

Executive Director, if that is the direction that we take. We also need a new President and new board members. There is quite a bit of work ahead of us, but we need to work together on this.

Eda does not want to abandon ship, but the pandemic shifted some views. A nominating committee can be formed and the BID can look very different - can partner with DRSAD, Arts Commission, Chamber, etc - multiple ways to structure it. The events could change, retire some and make new ones better. Eda and Jaime will be around to help with annual planning for 2022.

**Suggestions/Comments:** Let us know if you know anyone who might be interested in ED position.

**\*Action items**

**Adjourned: 11:01am**