

Board Meeting Agenda

Thursday, July 15, 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 10:04am

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

Absent: Jed Greene

Chamber – Joanne Webster; Not present

BID staff: Eda Lochte

Guests: Rick Lewis

2. Approval of June Minutes*:

motion Erika Bowker *2nd* Adam Dawson

3. President's report, Jaime Ortiz - Nominating committee to select officers for 2022 to work on our behalf to create a BID plan. We need to find a new ED to run the BID + a new slate of officers, including a new president. The nominating committee would also explore potential partnerships - including with DSRAD, Chamber and other organizations. Jaime will continue to work with events and partners and is strongly committed to the BID, just needs to step down as President at year end due to other obligations. Volunteers for the committee: Morgan, Elizabeth, Erika, and Jaime.

4. Guest, Rick Lewis: In the past (during Eda's last stint as ED), BID operated a parking lot which helped fund resources. Rick is looking to push for additional funding from the city, Novato and Petaluma have a dollar for dollar match. SR has a higher revenue total. There are more funds due to activities picking up plus they received federal funding. He would like to see a plan put together to secure funding for the BID from the city. \$25,000 was received from the City at some historical point, so he believes funding can be found when needed. Jaime mentioned "why do we need this money and how will it be used" Events, advertising, art, beautification, etc. What can we do to support the Art District?

5. Executive Director's report, Eda Lochte – DUTL has challenges but it keeps on going. Added B Street. Live music at Libation, Grilled octopus at Revel & Roost, Pupasas on the street and lines were forming!
Farmer's Market will move to old location. It was unsafe for DUTL to be commingled with Farmer's Market unless they stayed open the whole time until 9PM (not 8). The Farmer's Market will continue from City Plaza going East to Lootens. This should help to also solve the problem of B Street blocking

traffic as we can open 4th from B to C .We are trying to be proactive with noise ordinances to keep it fun with no noise complaints. This will allow us to continue to have live music. Must be under 80 decibels to stay compliant. Arthur Murray brings the wooden dance floor and there is still Salsa in front of Cascabel.

Question submit to the BID - should we still do Trick or Treat event – Sat. Oct. 23, 1-3pm - we need to know for insurance and planning purposes. Also, we want to coincide with SR Rec Dept’s Dia De Los Muertos event. Their parade procession will take place on Fourth street on October 23rd at 3pm, right after ours.

The Parade of Lights has been paid for by the City in past years. The snow is expensive and melts & there is not a big budget for it and therefore we need a different “main event” for this Parade.

Jaime mentioned that Steve Restivo has an idea on how he believes he can deliver the Parade of Lights without the snow.

Banners - we all weighed in on graphics so Kyla, our graphic designer, can finish the banners. All agreed that the graphics should also be used for print and digital ads as well as social media.

6. DSRAD Report, Morgan Schaffler – YIA’s Sip n Bid - July 23rd, please join! I would love to talk about decorating the trash cans like we did with utility boxes. Congratulate Elisabeth and Canal initiative - the mural is up and looks great! Launch party is the 31st of July, 10am. Emerging Lives Through Music is hosting music for this event.

Another meeting is happening next week for the Public Arts Advisory Committee. Terra Linda public art project - going well, Oren Carpenter is working with high school students, stipends/paid for their time as working artists. The students are having conversations about justice, liberty, racism, and how they see themselves in Marin and will become a visual representation in the art.

7. Elisabeth Setten - need \$500 granted for the Dia De Los Muertos event. Storefronts are filled with local art for this event to celebrate the LatinX community. Jaime mentioned that in the bylaws this \$500 funding is within reason - to support downtown business and the downtown environment.

*Motion to support the Dia De Los Muertos Tobi Moved second Adam Dawson, all in agreement.

Suggestions/Comments: Nominating committee re: 2022 Strategic Plan and ED selection

***Action items**

Adjourned: 11:08am