

Board Meeting Minutes

Thursday, August 19, 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 10:05 am

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

Chamber: Joanne Webster

BID staff: Eda Lochte

Guests: Michael Freed, Bogie's, Too

Ann Dickson, County of Marin Arts Commissioner

Absent: Jeff Brusati, Meg Reily

2. Approval of April Minutes*:

motion Morgan Schauffler **2nd** Erika Bowker

3. Michael Freed, Bogie's, Too – Biz moved from near the Civic Center to Downtown. Going through trials and tribulations, but things are coming together. They just received a liquor license and it has allowed some positive changes, including being part of the DUTL. Because of DUTL, he has decided to go into dinners, but the block was opened up to traffic which was prohibitive to his participation in the events. Petition to the city and the BID to create a hybrid approach to allowing participation in DUTL for the health of his restaurant. Joanne suggested peer to peer relationships, Michael should check with his biz neighbors and if they agree we could consider closing his block again for DUTL. He agreed.

4. President's report, Jaime Ortiz - Nominating committee: Morgan, Elisabeth, Erika, Jaime. Ideally the next BID president will be part of the committee. We are looking to find an ED who can be fully involved. This will not take away from future potential partnerships. Jaime is proposing that the whole board is part of the committee. (The board should expect an email with an invite and the steps in order to get the process started.) Covid Vaccination unit is still going to DUTL - the unit has a positive track record - one night vaccinated 72 people and have given over 600 shots. Alert Marin/NIXLE will be at DUTL to help people get signed up for emergency alerts.

5. Executive Director's report, Eda Lochte – Banners are complete! Bill Guerin is working on getting them posted up ASAP. We just received a \$12,580 check from the city, second installment.

CFI (Mill Valley Film Festival) sponsorship in question - to potentially sponsor the lounge again. (\$5,000 last year during COVID/reduced to \$2,500 this year.) We had an excess budget last year because we did not do events, so it is not a sure thing if the BID can sponsor again this year. Jaime is concerned about saving the funds for a holiday campaign and Small Business Saturday approaching, so that is in consideration for where funds may go instead of funding CFI. Jed says we are financially in a good position, but it might not be the best idea to support Mill Valley Film Festival. It was agreed that BID will not sponsor this year.

6. DSRAD Report, Morgan Schauffler - A big 'thank you' to Eda for suggesting joining DUTL for Thursday's most recent fundraiser event with live music supporting YIA. Ann Dickson invited to this meeting. She has been instrumental in helping with big projects. A tryptic (3-part) mural is going up in the park. The Canal art unveiling went underway last month. The young artists have been able to get paid a stipend for their work due to grants and sponsorship. Youth in Arts is relaunching the mobile art lab after Labor Day. Morgan is wondering with the Delta Variant ramping up, whether or not more art outdoors will be happening.

Elisabeth - A lot of positive responses from the community. We're an Arts District, but there is no art in the streets (there's a story about why that is so), but there are small steps being made toward changing that. CFI, Youth in Arts, Art Works Downtown (there is no lack of programming), the challenge is how to collectively come together to communicate what is happening in Downtown including strategizing.

7. Joanne Webster, Chamber of Commerce - Believes the ED transition discussion being brought to the whole board is very smart. The Chamber is starting on a new project with the Mayor on industry sector studies. "Go the Extra Mile" GEM focus groups being created. One focus group is being based on downtown restaurateurs - looking to get tips on how to move forward "post-covid" - what are implications for outdoor dining (permanent or semi-permanent), etc. The chamber "Did you know" video campaign launching. Copperfield's new location is featured in the first video campaign. Some potential examples: Studio B info, Lotus Cuisine moved, etc. Looking for tips and ideas of other "Did you know" videos.

Jaime - pitched the idea of how to get retail involved in other focus groups.

Marin Business Showcase - Sept 22nd at Peacock Gap (all attendees need to be masked), proof of vaccination might be required depending on county recommendations.

8. Guest - Ann Dickson, County of Marin Arts Commissioner - She lives in the West End (Sun Valley), frequents local businesses, she has a background in arts management, strategic planning and marketing, used to run the Sausalito Arts Festival. She began a new business called The Arts Hub. And, she's looking to become a member of the Chamber.

Suggestions/Comments: N/A

***Action items**

Adjourned: 10:52 am