

Board Meeting Agenda

Thursday, September 16, 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 Eda Lochte 10:04 am

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

Chamber: Joanne Webster - Not Present

BID staff: Eda Lochte

Guest(s): Ann Dickson, County of Marin Arts Commissioner

Absent: Jeff Brusati, Meg Reilly, Adam Dawson

2. Approval of April Minutes*:

motion Morgan Schauffler *2nd* Tobi Lessem

3. BID ED, Eda Lochte - Spoke with Joanne Webster of the Chamber and mentioned that we, the BID, are very grateful for the opportunity and offering to work together, however there are differences between the two organizations goals and the BID would like to maintain its independence to avoid adding complexity. Joanne responded that she is excited to continue as a partner alongside the new ED, whomever that may be. Side note: the Chamber is a 501(c)(6) as is the BID.

Events: DUTL on Oct 28 and 29 will be “Dine in costume” to celebrate Halloween. There will be a Trick or Treat event Saturday, October 23 from 1-3p and a parade at 3pm. May Madness will continue into 2022 and possibly the West End Celebration event. Elisabeth added that the Second Friday Art Walks will be resuming October 8th.

Eda continued that beautification and altering the perception that San Rafael is “dirty” needs to be a high priority of the BID (and the city for that matter). There may be a grant and/or city funding available for efforts to clean up storefronts and/or even develop a Strategic Plan for beautification and changes. Kevin Wright – Marin County government affairs - is interested in helping to create more activity downtown possibly through adding tennis and/or pickleball courts. One idea mentioned was the Little Italy in San Diego and how that concerted effort created a thriving destination spot and it is similar in specs to our downtown courtyard. Jaime added that cleanliness absolutely needs to be a top priority, otherwise all other efforts would fall flat. Jennifer, of the Marin Sanitary Services, is involved in the planning for new trash can efforts.

Eda continued that we need to develop a plan for the holidays marketing. We do have some extra funds in the budget and, besides advertisements in the IJ, Pac Sun and in social media, what should they be allocated to? Possibilities: a temporary ice rink? Shop Local Saturday event?

4. Ann Dickson, County of Marin Arts Commissioner, Guest - She gave a brilliant Powerpoint presentation that demonstrated how valuable art is to the downtown community and business in general. It delved into the funding situation and mentioned that BID is a very important stakeholder for DSRAD and the proliferation of art in San Rafael in general. Also, that arts are mentioned in the City of San Rafael downtown Precise Plan.

Project objectives: Case for funding, Align vision/missions, Develop a new BID/DSRAD working model, Refine goals/strategy, Provide direction (programming and services), and Promote the joint BID/DSRAD model.

Some successful collaborative projects already completed include the bike racks, Dia De Los Muertos project, The Art Walk, and the Mobile Arts Lab project for youth.

Ideally Ann would begin immediately and is hoping for a vote on the proposition today. She says the time is now as San Rafael is one of only 14 CA culturally districts and there are some key stakeholders ready to take action.

The proposal cost: \$2,400 for her pay (that is with a 20% non-profit discount) and a projected \$2,500 marketing budget for a total of \$4,900.

BID member comments: Jaime preferred the BID to play a supportive role with DSRAD versus a leadership role and that DSRAD should look to CFI or other stakeholders for more leadership, specifically those who have an arts background and understanding. Eda enjoyed the formalized proposal and believes that's what is necessary to bring it to the city for support. Elisabeth said we are at crossroads and we need leadership to realize the vision of bringing Creative Placemaking into the BID's vision of a vibrant and interactive downtown community. Morgan said that "Art is business and business has art" - they support one another.

Example that Ann brought up was the Arbor Park installation in Terra Linda - a beautiful mural being installed and there were funds and resources allocated to it, so why can't we find funds/resources for future projects?

Vote to accept Ann's proposal: Elisabeth motioned it and Jed seconded it. All were in favor.

5. Jed Greene, Treasurer - Even if Covid disappears we might continue DUTL but could limit it to one time per week which would potentially cut the budget needs for it by 1/3

He suggested that we don't add any new events for 2022 due to the precarious situation with COVID and not knowing if it's the best use of funds. However, we will keep the West End event in the budget even if it does not pan out, just so we have the funds available if required. The Trick or Treat event is in the budget, Shop Local - maybe, and Sidewalk Sales - no. Although Hops and Vines was a big success, we will not include it in this budget due to Covid. DSRAD is on the budget for 2022.

Note, we need to include the ED salary on the future budget.

We are down by \$5,000 as compared to 2020.

Jed is working on the new budget draft and will have it available soon.

Suggestions/Comments: Suggestion: Eda continues DUTL and works as a consultant with the new ED for DUTL to cut the learning curve and keep us within the 1/3 cut budget. (Perhaps the city will pay Eda for consulting?)

***Action items**

Adjourned: 11:02 am