

Board Meeting Minutes

Thursday, October 21, 2021, 10-11 AM
VIA ZOOM MEETING
Meeting ID: Meeting ID: 595 781 1548
Passcode: BID

1. Call to Order/Roll Call/Welcome Guests

Called to order by Jaime Ortiz 10:02 am

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

Chamber: Joanne Webster - Not Present

BID staff: Eda Lochte

Guest(s): Meg Reilly, Bishlam Bullock, Amy Bullock

Absent: Adam Dawson

2. Approval of Aug. Minutes*:

motion Jeff Brusati **2nd** Morgan Schaufler

3. President's Report, Jaime Ortiz –

a. Nomination/vote for new Board Members* Bishlam & Amy Bullock, SalonB

* As BID members, we believe their actions in the community and within the business demonstrate their commitment to service and taking action. Jed worked above their business and knows their work. Bylaws state that each Member Business shall have one vote, so Bishlam and Amy will represent one Member Business, with only one vote.

Motion to accept both members: Jed Greene **2nd:** Jeff Brusati

All in favor, motion carries.

b. Board Slate Nominations/Presentation of Candidates

Vote to approve BID slate of directors for 2022

Motion for approval: Tobi Lessem **2nd:** Morgan Schaufler

4. BID Staff, Eda Lochte - Due to rain, DUTL is cancelled tonight. Saturday rain is supposed to begin again, but we are not cancelling our Trick or Treat event, rain or shine. Cancelling would be difficult to let the public know and the Dia de los Muertos car procession will be held at 3pm, after ours. The SRPD are going to hand out treats. No tap dancing or pet parade due to Covid + rain. Morgan will be volunteering. We do have one strong candidate for the ED position, but we are still looking for some more options. Ideally, we want someone very familiar with San Rafael and has some experience working in events/city affairs.

We're considering a San Rafael gift card to support Downtown and San Rafael businesses. Would be a possibility for holiday shopping. We have an option to try it for 30-days risk free and can cancel if it does not work out. Bishlam asked if we should send a survey or check in with local businesses. Eda countered we might just send out a 'yes/no' for sign ups. Bishlam and Amy are open to going door-to-door and asking about interest. Deadline: let's do it ASAP. (note: Gift card was since determined to not be a good fit.)

5. DSRAD, Morgan Schaffler - Last meeting we voted to appoint Ann Dickson as a consultant for Placemaking and to support the arts in S.R. We also voted to approved \$2,500 for a targeted marketing campaign. The ad buys will be where most of the finances go toward. It would be a holiday campaign. Ann and Eda have connected and there is some work on including creative placemaking or destination marketing in the ED position. The social justice art project is moving forward with the goal for it to be completed by MLK day. The project is still fundraising to pay for the piece.

Elisabeth - Dia De Los Muertos - 14 altar participants (down from last year) but still a broad community involvement. There is a new addition of a car procession on Fourth street (foot traffic and vehicular traffic) - October 23rd at 3pm. Thanks to the BID for sponsorship (will be promoted on advertising). 2nd Friday Artwalk can be grown and they welcome support by BID.

6. Treasurer Report, Jed Greene - 2021 Corporate sponsorship from Mikes Bikes and Bank of Marin - might not be the same next year. Our big expense, slightly estimated, DUTL. Plan for it to be lower budget next year due to efficiencies and fewer days. We should net \$5,000 profit with a hefty balance in the bank. May Madness 2022 should bring in some revenue as well.

The last two years have been difficult to do events due to Covid, so we have a nice buffer of reserves. May Madness will be May 7, 2022.

Suggestions that money in the reserve be used for different ways to engage with the community, not simply shutting down the streets which some people have mentioned they are ready to change.

Lots of suggestions were made during the meeting! Jed will get back to Board with budget revisions.

7. Annual Plan draft - PLEASE READ IT AND SEND COMMENTS TO EDA

Suggestions/Comments:

***Action items**

Adjourned: 11:12 am