

Board Meeting Minutes

Thursday, November 18, 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 10:03 am

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

Chamber: Joanne Webster - Not Present

BID staff: Eda Lochte

Guest(s): Meg Reily, MSA, Melinda Mackaben, community member , Tiffany Ballew, Woodlands Pet Food and Treats

Absent: Jeff Brusati, Morgan Schaufler

2. Approval of April Minutes*:

motion Adam Dawson **2nd** Erika Bowker

3. **President's Report, Jaime Ortiz** - Halloween event happened, beat the rain but smaller turnout this year.

Introduced the guests and possible new board members.

Tiffany told us about herself, experience with community events and getting people involved in promoting efforts. She is dedicated to seeing San Rafael reach its full potential.

Melinda explained to us that there is an untapped "market" by accessing parents and students. Events are difficult to find out about (recommended that more postings happen on Instagram). She is more than happy to be a liaison of sorts between the BID and the greater community of schools/parents/kids.

Motion that nominated 2022 slate of candidates* shall be accepted and declared elected

motion Jed Greene **2nd** Adam Dawson All in favor, motion carries.

***Notice sent to BID General Membership on Nov. 11, 2021 of:
BID Slate of New and Returning Directors for 2022**

The Nominating Committee, and the Board of Directors, in accordance with the provisions of the BID's Bylaws, has submitted the following slate of new and returning directors and officers of the San Rafael Business Improvement District for 2022.

The following individuals are nominated for new Board positions in 2022: Interim President: Jed Greene (Five Corners Group), New Directors: Bishlam and Amy Bullock (Salon B Style Lab). The following individuals are nominated to return to the BID Board by renewing their terms: VP: Adam Dawson (Mike's Bikes), Secretary: Tobi Lessem (Bodywise Massage), Social Media Chair: Erika Bowker (Pleasures of the Heart), Directors: Jeff Brusati (T&B Sports), Morgan Schaufler (Youth In Arts), Elisabeth Setten (Art Works Downtown), and Terrance Thornton (San Rafael Martial Arts).

According to BID bylaws, additional candidates for director can be nominated by a petition bearing signatures of at least 20 members of the BID. Such petition shall be filed with the Nominating Committee (thru the office of the Executive Director) within 20 days of this notice of nominations. If no petition is filed within the designated period, the nominated slate of candidates shall be declared elected by the Board of Directors at its next regular Board meeting. We appreciate and thank all of our board members for serving.

4. BID Staff, Eda Lochte - BID General membership is voting on bylaw updates and amendments on Dec 2nd at 5:30 pm. Bylaws have not been changed since the 2013 expansion of the BID . Jaime suggested, recruiting the remaining board members from the West End.

5. DSRAD, Ann Dickson - Ann has been working on drafting a request to get additional ARPA funding from the City for the BID and DSRAD. Eda, Jed, and the DSRAD committee met with Ann to discuss the budget and they worked to establish a portion of the budget integrated into arts and culture to bring people together and Downtown including more cross promotions with businesses and revitalizing the Dwntown.

San Rafael has received ARPA funds from the state but has not allocated funds yet. The funds have to address the impact to help covid-related impact on businesses. There is no financial limit on the request, we just need to ask for what we need. We were advised to submit a proposal for one-time funding including a menu of items to be funded and why.

One goal Ann has for this meeting is to set a timeline for the funding proposal. She gave multiple examples of art in public spaces and how transformative it is. One method for putting these efforts into action is for the Mayor to be involved and to then put together a committee dedicated to seeing the efforts to fruition. Elisabeth mentioned the need for including data; demographics and who we are attempting to reach out to.

6. Treasurer Report, Jed Greene - We have interviewed 5 prospective people who might be interested in the ED position. We are getting close to submitting an offer, but we want to keep the leading candidate private until it is official. The leading candidate has local and event planning experience, they also live in Marin. We should move forward with the approval process.

2022 Budget approval* - The event budget was approved with final changes.

motion Adam Dawson **2nd** Tobi Lessem
All in favor. Motion carries .

Action items*

Adjourned: 11:14 am