

## Board Meeting Minutes

Thursday, December 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 Jed Greene 10:04am

Attended: Erika Bowker, Elisabeth Setton, Jed Greene, Jeff Brusati, Terrance Thornton, Tobi Lessem, Amy Bullock, Bishlam Bullock, Morgan Schauffler, Adam Dawson

Chamber: Joanne Webster - Not Present

BID staff: Eda Lochte

Guest(s): Sarah Tipple, New Executive Director, Ann Dickson – Arts Hub

Absent: Jaime Ortiz

**2. Sarah Tipple, new Executive Director** – Introduced herself and explained her background with 12 years of event production with an office on Fourth Street, also living locally at that time. She has an extensive knowledge of the Downtown area - merchants, residents, and events. In 2018 she began working at the Marin Center as an Operations Supervisor and became a team leader with the Covid response as a pop-up testing site manager and staffing coordinator for the vaccination Center. Due to lack of funding caused by to Covid she was laid off and began working part time with the Petaluma Downtown Association as an Event Coordinator. She is also the artist liaison for the Mill Valley Fall Festival. This part time position with the San Rafael BID is a great fit for her as she is very familiar with local businesses and all of San Rafael Downtown.

### 3. Approval of April Minutes\*:

*motion* Morgan Schauffler *2nd* Erika Bowker

**4. Consultant Report, Ann Dickson** – Ann presented the draft for the ARPA Funds with ideas including an app, art projects, etc. She asked for feedback and comments just after Christmas so she could present the final draft by Dec. 30.

**4. Treasurer Report, Jed Greene** - Sarah Tipple's position will be an employee position, whereas Eda's hours will be a contract position. We have a payroll setup and Worker's Compensation will be set up and be about \$450/year. Also, we will have an office at the Chamber, approx. \$300-\$400/month for 2.5 days per week, on a month-to-month basis. IJ staff is currently renting some of the office space, but one of the office spaces will be available March 1st.

We will need approval because most of these were not in the budget - payroll, workers compensation, and office space/rent costs. Rent will have some offset because the rent contract will include all services besides phone, including printing, etc (could save between \$300-\$400.)

**\*Motion to approve** Bishlam Bullock **2nd** Adam Dawson

**5. Executive Director, Eda Lochte** - City Council approved the BID renewal. They understand that the BID is doing good things and they had “glowing reports”. E-bike company is piloting some bikes downtown - beginning down by the Smart Train, by City Hall, the Library, and in the West End. The bikes are returned to a station, not just being scattered and left behind all over the city.

Sparkler & Cheer – Thanks to Morgan, Tobi, Amy, and Bishlam - there were a lot of people, AWD live music, a single’s night at Bogies, and it contributed to having a lot of activity.

**6. Morgan Schaufler** - The city is going to get involved in the big art installation, Ghilotti Brother’s donating some funds - goal date - to unveil on Martin Luther King day. A big shout out to Art Works Downtown for their successful 2nd Friday Art Walk. Elisabeth mentioned that AWD needs to get more involved with social media. A big discussion about the use of social media is important - and we need to be sure that the Downtown is set up with beautification, cleaning up the Plaza, and being sure businesses are involved.

**7. Joanne Webster (not present, Eda spoke on her behalf):** She will be happy to partner on the mini grants and provide an office for the BID. It will be helpful to have the ED located at the Chamber to work together.

**8, Suggestions/Comments:** Autistry, Casa Manana, and new owners of the Thai restaurant are all coming or have come in to local businesses.

Potential committees: Events, fundraising, beautification, marketing. Continue with DSRAD of course.

**\*Action items**

**Adjourned: 11:02 am**