

## Board Meeting Minutes

Thursday, February 17, 2022, 10-11 AM

VIA ZOOM MEETING

Meeting ID: 822 1765 7338

Passcode: BID

### 1. Call to Order/Roll Call/Introduction & Welcome guests

Called to order by Jed Greene, 10:02am.

**Attended:** Elisabeth Setton, Jed Greene, Terrance Thornton, Adam Dawson, Morgan Schaufler

**BID Staff:** Sarah Tipple

**Guest(s):** Meg Reilly - Marin Society of Artists, Victoria Lim - City of San Rafael, Economic Development Department, Mike Blakely, Marin Economic Forum, Joanne Webster, SR Chamber of Commerce

**Absent:** Jeff Brusati, Bishlam Bullock, Amy Bullock, Tobi Lessem, Erika Bowker

### 2. Approval of January Minutes \*

(could not vote- did not have quorum)

### 3. Mike Blakeley, CEO Marin Economic Forum

Mike described that the Marin Economic Forum is a think tank for the Marin economy and how to move it forward. There are two main projects they are working on right now that are relevant to our group. The Business Retention & Expansion Project that collected input from businesses on challenges and opportunities for operating a business in Marin County. Mike sent Sarah a PDF detailed report of the major project findings and she will share it with the group. Mike also talked about a federal grant they received to create the first economic strategy for Marin County. Stakeholder focus groups have been set up across the county to include public officials, education, and people from the workforce sector to help create the draft strategy and it will eventually go before the board of supervisors for approval. Mike has not worked directly with any Downtown Businesses on these projects but has worked closely with Mayor Kate and the San Rafael Chamber. The SR BID can help the Marin Economic Forum by letting them know what our challenges are as business owners. March 30<sup>th</sup> is their Annual Forecast of the Future event where they will present their annual forecast of Marin's economy for the year and highlight business success stories. To engage with MEF visit their website and subscribe to a newsletter.

### 4. President's Report, Jed

The parklet program's temporary use is expiring on November 30<sup>th</sup>. The City is currently working on a timeline and plan for new regulations, guidelines and fees and they will share it when they are ready. The City has approved providing PD and PW support for Dining Under the Lights on Thursdays after looking at data from the last survey done. Some love it, some hate it. So DUTL will be held on Thursdays (for now) and most likely begin in May when the farmer's market starts. Attendance numbers were looked at by cameras that captured foot traffic on crosswalks on 4th Street, and the data showed that Thursdays were more heavily attended than Fridays. The ARPA funds are currently on hold and the city will hire an economic consultant to help decide how they will distribute the funds. The BID requests are "in the picture" which is good news. Jed shared a picture of the new trash cans that are going downtown, very exciting. The Ritter Center is wanting to buy 800 A Street, which is bigger than their current location. Their services are mostly medical and food services, and they provide these services to about 100 people per day.

### 5. Executive Director's Report, Sarah

Sarah has been getting up to speed for this role by reading old minutes on the website. She shared the new events page, and the events committee needs to meet and finalize all of our 2022 event dates. Ryan with Libation is interested in joining the events committee. Sarah gave a brief overview of a Walking Tour app, Distrx, that Eda and Morgan introduced to her. She will show everyone in person the super rough draft tour she created for us. They also have the ability to create scavenger hunts. Sarah shared an idea for a smART Train Tour that she heard Elizabeth bring up during her interview. It's a very rough draft and will go over it in more detail with Morgan and Elizabeth. Joanne wants to connect Sarah with SMART to talk about partnering and funding.

**6. Economic Development Report, Victoria Lim**

Provided a summary of the parklet program. They are wanting to rebrand parklets to “streeterly”. The City has 9 city departments working on this project to help create set standards and guidelines. Victoria emphasized that safety, cost, design, and location are all being discussed. They are hoping to approach the council with these recommendations in late April, early May.

**7. BID Committee Reports:**

- **DSRAD/Beautification: Morgan, Elizabeth, Meg**

Ann will be working pro bono with DSRAD on a Capstone project/strategic plan for arts culture element for downtown. DSRAD leaders will be meeting with Ann monthly. Stakeholders will be meeting this Spring to capture California Arts Council funding, which has \$30M available that will be available in late 2022 or 2023. Morgan asked if the \$2,400 of funding leftover from the December 2021 social media campaign could be earmarked for DSRAD. We can vote on this if there is a particular, not general, item.

- **Events: Jaime, Bishlam, Amy, Sarah**

May Madness is in full swing of preparation. The events committee needs to meet to discuss the rest of the events. Sarah is meeting with Cory next week to discuss Clean and Green Day.

- **Fundraising: Jed, Adam, Sarah, new Treasurer**

Going to meet.

**8. Nominate Business of the Year for the SR Chamber, Sarah**

The Chamber asked the BID to select the winner for the San Rafael Business of the Year. Sarah sent out the nomination link in our last Newsletter. The chamber will forward us the nomination forms as they come in, they do not have to be a chamber member, we will choose the winner, the chamber will announce it at their special event. It was recommended that a few directors meet to vet the applications, then we will make a brief presentation to the board for the final vote at our next meeting.

**9. SR BID Group Night at Pacific’s Game, Sarah**

The Pacific’s offered the BID one of their Group Nights. We pick the date, our logo goes on that game on their website, we share a ticket link and will get \$2/ticket. Not a lot of money, but it’s something fun and easily promotable for our Downtown. Will move to an email on what day to pick and what we want to call it.

**10. Suggestions comments: nothing**

**Adjourned at 10:59am**