

Board Meeting Minutes
Thursday, Jan 20, 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, 10:04am

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

BID Staff: Sarah Tipple, Eda Lochte

Guest(s): Meg Reilly - Marin Society of Artists, Victoria Lim - City of San Rafael, Economic Development Department

Absent: Jeff Brusati, Bishlam Bullock, Amy Bullock

2. Approval of December Minutes*:

motion Tobi Lessem **2nd** Erika Bowker, Motion Carries for Approval of Minutes

3. President's Report, Jed Greene: As the new President, he has a goal to keep the Board meetings a place for reporting and sharing information. The brainstorming and work will occur at the committee level, and they will report to the board on progress. A party for Jaime and Eda will be postponed until after Feb 15th when the indoor mask mandate is lifted. The city is working on an Economic Development plan that includes downtown safety, employee retention, recruiting new businesses and expanding existing businesses. These problems are not unique to San Rafael, but the City is working on a strategy and the best approach to deal with concerns. It was recommended to invite representatives from Keep Working Marin and the Marin Economic Forum to the next Board meeting to report on these issues.

BID Committees to report at the meetings moving forward: DSRAD Committee- Meg, Elizabeth, and Morgan, already exists and they should continue to meet and report. DSRAD should/could be a part of the beautification and creative placemaking and how the city has the potential to appear safer and more welcoming. Fundraising Committee: Adam, Sarah, Jed, New Treasurer. Events Committee: Jaime, Sarah, Bishlam and Amy. Potential Committee of social media and/or marketing, Erika currently manages social media.

4. Executive Director's Report, Sarah Tipple: With help from Eda, Sarah has been transitioning into her new role these past few weeks. Her office at the Chamber will be available on March 1st and is using the Chamber's conference room until then. She will be dividing her 20 hours on Tuesdays, Thursdays, and part of Fridays, but can be flexible if needed. She heard at the December Board meeting several things mentioned by Bishlam and Amy that she is looking forward to getting a jump on: showcasing our assets and organizing them, what is there to do in SR and drum it up, and generate something for people to do

in downtown. Our website is a perfect place to showcase our assets in an organized way. She will reach out to our Downtown businesses and share what events they have going on. Sarah will also be looking at a walking tour app to add to our site. May Madness is moving forward and will be held on May 7th. She met with Rick and is beginning to organize the files and website. The car registration should be live shortly. She also shared leasing activity information from the Economic Vitality Meeting.

5. DSRAD Committee Update, Morgan Schaffler: The proposal with Ann Dickson is moving forward and they want to streamline the plan with DSRAD and the BID. It is recommended to renew the contract with Ann. Since we did not get the holiday marketing campaign off the ground, there is some money available for this. This item to be placed on next month's agenda.

6. DUTL in 2022, Eda Lochte: The DUTL project began as a pandemic response and grew from Thursday only to Thursday and Friday and kept running late into the year. It has gone from a pandemic response to a successful program that the public loves and appreciates. We need to connect with the City to see if they will be providing the same support by Public Works and police. Sarah should do a survey of the participating businesses to get their wishes for how often DUTL should continue to run: Thursday, Thursday and Friday or a hybrid of different block participation.

7. Event Page Updates on our BID Website: Sarah briefly went over how she recommends updating the BID events page by adding all the existing events that take place downtown on one page with an event image and then each event links to its own separate page with more information. It will hopefully look cleaner and be a one stop shop to see everything that's happening in Downtown.

8. Suggestions/Comments: Jed moved the Jaime and Eda party to an email chain for communication. Additional agenda items to add: Committee Reports and the ARPA Report.

***Action items**

Adjourned: 11:01 am