

## Board Meeting Minutes

Thursday, March 17, 2022, 10-11 AM

VIA ZOOM MEETING

Meeting ID: Meeting ID: 822 1765 7338

Passcode: BID

### 1. Call to Order/Roll Call/Welcome Guests

Called to order by Jed Greene, 10:02am

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

**BID Staff:** Sarah Tipple

**Guest(s):** Victoria Lim - City of San Rafael, Economic Development Department, Joe Harvest- new San Rafael Business Owner, Jaime Ortiz- Bank of Marin

**Absent:** Morgan Schauffler, Bishlam Bullock

### 2. Approval of January & February Minutes\*:

**motion** Erika Bowker      **2<sup>nd</sup>** Elisabeth Setten, Motion Caries for Approval of Minutes

**3. President's Report, Jed Greene** - Affordable housing, Vivian Project 999 Third Street, Homeward Bound is getting funds, Kerner street getting about half of the million dollars approved, and the Canal alliance got some good funding. The Service Support Area (SSA) under the freeway is aiming to get cleared out by this summer. The City of San Rafael received approximately \$16 million in ARPA (American Rescue Plan Act) funds. A portion of those funds are earmarked for economic recovery. The BID hopes to be the beneficiary of some of those funds. The City is currently interviewing consultants to help with the distributions and the BID will be involved in the interview process. The funds need to be allocated by 2024 and spent by 2026.

**4. Executive Director Report, Sarah Tipple** – Sarah welcomed our guest, Joe Harvest. Joe owns a charitable foundation and recently relocated from San Francisco to downtown San Rafael. Sarah shared that she moved into the Chamber office, picked up some free office supplies from the city, and is looking for some more donated supplies from board members. She has been working with Rick on the May Madness Car Show & Parade 2-3 days a week. They met with SRPD and were told that we will have to do some of the work that was done by Brian Auger, which will be difficult to take on due to little time and money. Sarah discussed the walking tour app options with different fee structures. She wants some help in deciding on which one to choose. There are fun and creative uses including scavenger hunts. Elisabeth and Amy are interested in helping on this decision. Next's month's meeting will include a vote to approve the cost for this program. SMART tour: Sarah, Morgan and Elizabeth met to go over a draft of the vision. They will be meeting with SMART next to look at the type of funding assistance they can offer. Special criteria and fees will be finalized to be able to include local businesses that host art to be included on the program. Elisabeth and Victoria both mentioned they hope that kids' art and activities will be promoted on the smART Tour as well. Terrance alerted Sarah to the fact that that our Downtown San Rafael website shows old information for the listings of local businesses because the merchants are responsible for updating their details. Sarah recommends it could work better if it was a list of the business, type, and website. Sarah reminded everyone to vote for the Best Dwontown Business of the year.

**5. City updates, Victoria Lim** – The City has been actively moving forward the Economic Development Strategic Plan process, identifying experienced consulting firm candidates and conducting initial screening conversations with them. The finalists will be interviewed in mid April by a panel including Mayor Kate, the BID, the SR Chamber of Commerce, and the SR Economic Development Team. Final selection will occur shortly thereafter.

The City's Streetary Program policy development is also actively moving forward, supported by a cross departmental team of 9 departments that bring their respective expertise to the process of policy development to ensure the new program addresses safety, aesthetics, and San Rafael's economic vitality. Both the BID and the Chamber have been involved, participating in dialogue with city staff to provide community feedback as well as suggestions.

**6. DUTL updates, Jed & Sarah** – The original plan of DUTL being one day only has been met by two very vocal businesses in the West End. Last year, Eda shared that fewer businesses were involved during colder weather, which was one of the leading factors to shorten DUTL, along with city and BID staffing resources. Danielle will be talking to the Economic Development Meeting in April to discuss options for DUTL moving forward and would like the BID's recommendation as well: Thursday only DUTL, Thursday and Friday DUTL, Thursday DUTL and Friday Night Block Party (pilot to start in West End). The BID voted for Thursday DUTL and Friday Night Block Party.

**7. BID Committee Reports:**

- DSRAD/Beautification: Morgan, Elizabeth - Renewal for ArtSanRafael.org came up and was paid by the City. If there is going to be money for creative placemaking and the city needs to be involved. Suggestion to view Mill Valley's application for becoming an Arts District - the City and Chamber are considering and financing it.
- Events: Jaime, Bishlam, Amy, Sarah, Terrance – The committee met last week and finalized the dates for most of our 2022 season, check out the website. Sarah has yet to hear back from the farmer's market on their 2022 participation. Jaime shared that May Madness needs 30+ volunteers, Saturday, May 7th. Many will be working from 7a-7p and asked for our BID board to please help for a couple of hours. The event is also looking for \$150 to be a trophy sponsor. Salon B is in!
- Fundraising: Jed, Adam, Sarah, new treasurer – Sarah missed the last meeting, nothing to report

**Roundtable Check-in/Suggestions: None**

**Adjourned: 11:04am**