

Board Meeting Minutes

Thursday, April 21, 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, 10:03am

Attended: Erika Bowker, Elisabeth Setton, Jed Greene, Terrance Thornton, Tobi Lessem, Amy Bullock, Jeff Brusati, Morgan Schaufler

BID Staff: Sarah Tipple

Guest(s): Victoria Lim - City of San Rafael, Economic Development Department

Absent: Bishlam Bullock, Adam Dawson

2. Approval of March, Minutes*:

Motion Morgan Schaufler

2nd

Amy Bullock, Motion Caries for Approval of Minutes

3. President's Report, Jed Greene – Updated group on the Third Street Improvement Project which is part of a 20-million-dollar project that includes updates to water, sewer, streetlights, crosswalks and more. The project should take 18 months. They are trying to create more public awareness of this project. The process of creating guidelines for the new Streetary program is underway. The large document will include guidelines for fees, usage, aesthetics, safety, ada, legal, etc. The BID has been involved in the interview process for an Economic Consultant Group to assist with the Economic Development plan for San Rafael and allocating the ARPA funds. There were some great candidates to choose from and a decision on the selected group will most likely be made at the next interview committee meeting.

4. Executive Director Report, Sarah Tipple – The board came up with an idea of creating a “Downtown Vacancy List” to help fill our empty stores a few meetings ago. Sarah shared that idea at the last Economic Vitality Committee meeting and they are now creating one. Sarah added to keep sharing ideas at our board meetings because they can have good results. There is a new \$2,500 grant for Microbusinesses that Sarah will share in the next Newsletter, the criteria is strict, but she recommends sharing it with all businesses anyway. St Vincent's De Paul is moving into the old Pacific's Building at B & 2nd. Aim confirmed last week that the Thursday Night Farmer's market will be taking a year off. Sarah reached out to all the other market organizers in the Bay Area to see if anyone is interested, only one responded that they were too busy. Do we want to hire an outside organization? Do we want to do something different in Downtown? The events committee next month will discuss options of bridging the gap for Dining Under the Lights and no farmer's market. The BID wants the City to know that we want someone to help coordinate something in lieu of the Farmer's market besides other farmer's markets, like Head West, etc. We have not heard back from SMART about the smART Tour. The old West America Bank is turning into 191 units with a rooftop pool and 3 retail shops. A mural from an old grocery store in 1933 was uncovered at 4th & F where a new dance studio is moving in. Sarah met the owner to discuss the future of the mural and they are going to preserve it and move it inside the studio.

5. City updates, Victoria Lim – A cross departmental team of 9 departments are meeting regularly to finalize the draft of the policy guideline for the new Streetery Program. The draft has been shown to the BID, Chamber, and others to get appropriate feedback. Everything from soup to nuts is in the draft policy document including cleanliness, safety, compliance, hours, traffic safety, materials, application process, fees, maintenance, and more. The draft will go to City Council for approval, then they will be shared with the Streetary owners so they will have time to review before November 30th.

6. DUTL updates, Jed & Sarah – The BID survey results were shown to the Economic Development Committee and the BID gave the recommendation for the combination of a Thursday DUTL with a Friday Night Block party in the West End. It was approved with the Friday Night Block Party in the West End being a “pilot”. Eda is communicating with the restaurants to confirm activities and participation. The group recommended to start DUTL May 26th. Vendors have been involved in the Salon B block during DUTL and it was a hit. DSRAD wants to discuss a Summer Fridays, one Friday a month where 4th Street between C and D is activated to coincide with the 2nd Friday Artwalk with wine and/or beverages to engage the businesses. Elizabeth shared that Artworks will have local musicians in front of AW in May, June & July if we need recommendations for DUTL.

7. Need New BID Treasurer, Jed- As mentioned in every meeting, we need a new BID Treasurer so everyone on the Board has been tasked with trying to recruit/find one person. Jed could send a brief description of duties, but he mentioned the tasks are very minimal. Amy can recommend a bookkeeper, but they do not have a business in Downtown. We will need a short list of Treasurers by the next Board meeting.

8. Walking Tour App – The BID and DSRAD has been talking about setting up a Walking Tour App for Downtown San Rafael’s Art District for some time. Eda, Elizabeth and Morgan shared the Distrx App with Sarah in January and after doing research on other apps, along with Amy and Elizabeth, Distrx looked like the best one. This app also has the ability to do Scavenger Hunts, which is a great way to get people into the businesses. There is money in the DSRAD budget to help pay for this. It was also in our ARPA funds request to help pay for a Walking Tour App. Stops could pay the annual fee to a part of the tour. Income sources should be discussed when the final map is made at a later time. A Walking Tour App is not only a great way to get people to come to Downtown, but to also stay and explore Downtown. The app will go on the BID website, possibly advertised on the SMART Train and other outlets. The BID voted to approve.

Motion Elisabeth Setton 2nd Erika Bowker, Motion Caries for Approval of Walking Tour App with Distrx

9. BID Committee Reports:

- DSRAD/Beautification: Morgan, Elizabeth – DSRAD needs your support to get funding from the State. Morgan shared a link for the group to send a quick prepared message to you state representative to support the funding allocation for the operation and expansion of the CA Cultural Districts Program. Elizabeth shared that Downtown will be very busy in the coming weeks. Marin Open Studios will be held the next two weekends, Doclands at the Rafael is coming in early May, and the 2nd Friday Artwalk is also happening. Downtown will be very busy. Dia de Los Muertos wants the BID to become a \$500 sponsor, approval will be put to next meeting.
- Events: Jaime, Bishlam, Amy, Sarah, Terrance – already discussed DUTL
- Fundraising: Jed. Adam, Sarah, new treasurer –Nothing to report

Roundtable Check-in/Suggestions: None

Adjourned: 11:06am