

BID Board Meeting Minutes

Thursday, May 19, 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 Sarah Tipple, 10:04am

Attended: Elisabeth Setton, Terrance Thornton, Tobi Lessem, Amy Bullock, Adam Dawson

BID Staff: Sarah Tipple

Guests: Jaime Ortiz- Bank of Marin, Pamela Taylor- Local Business Supporter

Absent: Morgan Schaufler, Jeff Brusati, Victoria Lim, Jed Greene, Erika Bowker, Bishlam Bullock

2. Approval of April Minutes*:

motion Elisabeth Setten **2nd** Adam Dawson

3. President's Report, Jed Greene - absent

4. Executive Director Report, Sarah Tipple - Shout out to Terrance who was a vital part of the Clean and Green Earth Day event by leading the graffiti removal. DPW provided mulch and weeding supplies. There were over 40 volunteers including members of the SRPD, BioMarin and BID Board. May Madness was a huge success with over 200 cars and a few thousand attendees. The event created a good feeling of downtown revitalization by bringing so many people downtown. There was a Friday night cruise with over 50 cars cruising up and down Fourth Street. It was nostalgic, brought people downtown, and was easy to coordinate. Sarah recommends doing another one in the summer. Victoria could not make it today, but she is working on a document outlining the guidelines and standards for the "streateries" (aka: parklets) that will be going to council for approval in June. The SSA (support service area) under the freeway was developed to provide people with services in one place by giving them security, showers, and restrooms. This gives folks the opportunity to focus on home placement (temporary which turns into permanent housing) and the SSA should be empty by August, having placed everyone in temporary or permanent housing. The BID has a Pacifics Baseball game on June 21st. This game will showcase Downtown Businesses and we want to invite everyone in the BID to show up and support our very own baseball team. Every ticket that is sold via the link on our site will give \$2 back to the BID, not a lot of money, but this is more about supporting our team. Elizabeth recommended "goodie bags" for the first 50 attendees. Jaime and Elizabeth will help coordinate this. DUTL's official start date is May 26 and will be every Thursday with the recently approved Friday Night Block party in the West End.

5. Pamela Taylor, guest - Pamela is here on behalf of Royal Ground Coffee and to share the struggles they've had with their landlord and lease. After a difficult time, Royal Ground decided they cannot renew their lease/stay with their current landlords. They will be moving locations (very close), but it might cost up to \$150k to make the move because the new location was not a restaurant/café before, and the upgrades are costly. Pamela earned \$7k on a GoFundMe and is asking for more help to reach their goal. Elisabeth is happy to support and bring her expertise and experience into this effort. Autistry is moving into the old Copperfield's building, and they had a coffee shop inside the store, and

they could be reached out to continue this service. Jaime and Pamela will connect offline to discuss this opportunity.

6. Farmer's Market/DUTL updates, Events Committee - Since the farmer's market is no longer part of our Thursday night activities, the events committee is looking for suggestions by the Board to make DUTL a more elevated event to draw more people Downtown. Elisabeth suggested we bring crafts and local makers - possibly each week different on a rotating basis to create interest so it is not the same thing every week. Working with an outside event producer would be ideal, as they have the infrastructure and time to coordinate the weekly events and vendors. Elisabeth says AWD can have music out front (they are open on Thursday nights). Jaime mentioned that we want to keep the Thursday tradition going and to promote community events (there seems to be a high demand).

7. Dia De Los Muertos Sponsorship, Elisabeth – Elisabeth is requesting a repeat of the \$500 sponsorship to the Dia De Los Muertos Parade and Alter Showcase. The BID can commit sponsorship funds once we have a treasurer. Elisabeth will let us know when the drop-dead sponsorship time will be, last year it was approved in July. Sarah and Amy offered to be on the committee to help with the planning for this event.

8. Roundtable Check-in/Suggestions: None

Adjourned: 11:02am