

BID Board Meeting Minutes

Thursday, August 18, 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, Jed Greene, Terrance Thornton, Tobi Lessem, Bishlam & Amy Bullock, Adam Dawson, Morgan Schauffler, Elisabeth Setton

BID Staff: Sarah Tipple

City of San Rafael: Victoria Lim

Committee Members & Guests: Meg Reily -Marin Society of Artists (DSRAD Committee), Jaime Ortiz-Bank of Marin (Events Committee)

Absent: Jeff Brusati

2. Approval of July Minutes*:

motion Morgan Schauffler **2nd** Adam Dawson, all members present approved

3. President's Report, Jed Greene: The Marin IJ had an article about the expansion of the Ritter Center into a new facility on A Street, but it's unclear if it was approved or still in planning mode. Sarah will check with Joanne Webster, who has been in communication with them. We have hired a BID bookkeeper at a very affordable rate and will be able to catch up on our accounting and budget by next month's meeting.

4. Executive Director Report, Sarah Tipple: Sarah has been getting good responses from her Newsletters requesting merchant updates like Anniversaries and Grand Openings, etc, and has been posting them on our homepage News section to keep everyone informed. She also added a button on the "About BID" page that shows how people can start a business in San Rafael that links to resources on the City page. The West End block party has requested to extend through October and will need to go to council for approval. Sarah added the PorchFest event to our page to keep folks informed of all Downtown events, even if we do not produce them. There was a problem with the lack of announcement from the Bike event producers last month, but Sarah included it on our site and Newsletter. The Hops & Vines Stroll coordination is on and we already have a Cable Car Sponsor, a huge thank you to Art Works Downtown! This event takes a lot of coordination time, but if income remains the same as in 2019, and with less expense, because the BID is coordinating it rather than an outside producer, the BID could net a few thousand. Sarah will be doing a blast to the BID inviting businesses to offer discounts or treats to Mill Valley Film Festival ticket holders, these offers will go on our website

and will be shared with ticket holders. There is a possibility they might do an outdoor screening on a Thursday in September, but only if they can get sponsorship dollars from the City. Joel with Rebound Bookstore is producing the west End Culture Crawl. The BID will promote the event and pay for some entertainment. Sarah listed both the Dia De Los Muertos Car Procession/Cruise and Alter information on our website, which are coordinated by Steve with the SR Rec Department. Trick or Treat on 4th Street is set for October 29th and will include a Pet Costume Contest coordinated by Woodland Pet Foods. The Marin Girls Chorus will also be performing in the plaza after the costume judging. We are not sure yet if Adam is interested in producing the West End Village Celebration but stay tuned.

5. Annual Meeting & BID Mixer- Jed & Sarah: All but one board member can attend on September 22nd. It will be hosted by Libation on B Street and Sarah has secured a local food truck that will donate food. The email invitation will go out shortly and everyone who rsvp's will receive a drink ticket and food ticket. Sarah recommended getting a representative from the city to speak about City Updates and the Streetary program. Victoria recommended April or perhaps a panel. We will also discuss our 2022 Report and 2023 plan. Sarah, Jed, Morgan, and Adam will meet sometime next week to go over the plan and present it at next month's Board Meeting.

6. DSRAD/Beautification- Morgan, Elisabeth, Meg: The California Arts Council Cultural Arts Districts recently received \$30 million in grant funding. The money will be divided into 14 different districts and other Cultural District projects. DSRAD representatives will be meeting soon with the State to discuss the disbursement of funds. Morgan will report back to the BID on this at our next meeting. The State Legislature and local SR officials/ including the mayor will be taking a tour of the SR district on 10/14/22. Morgan and Craig from the City are organizing. They would like for us to plan on them being at each of the 4-5 stops for approximately 20 minutes since they need time to travel between stops. They are really visiting to see what we are all about, and where we are in our development as an arts district. They want to know the challenges we are facing, and where they can be of service so that when they get back in session in January, they can be ready to allocate more money to DSRAD. We need to get them excited about our district as legislative advocates. They mentioned focusing on the economic and tourism development in SR, with an emphasis on revitalization. My feeling is we should each show why our organizations are a special/vital part of DSRAD, but make sure to stay on message and share why we, as a cohesive group, are improving San Rafael.

7. Events Committee Updates: Sarah covered most event updates in the ED report but highlighted an event that Amy has been putting a lot of work into for next Thursday, August 25th. Salon B is coordinating a big back-to-school fundraiser and has also coordinated vendors, entertainment, and a raffle for the event next week. All of the info is on our homepage News section.

Adjourned: 11:04am