

BID Board Meeting Minutes

Thursday, July 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, 10:01am

Attended: Erika Bowker, Jed Greene, Terrance Thornton, Tobi Lessem, Amy Bullock, Adam Dawson, Morgan Schauffler

BID Staff: Sarah Tipple

Guests: Joel Eis- Rebound Bookstore, Jaime Ortiz- Bank of Marin

Absent: Elisabeth Setton, Jeff Brusati, Victoria Lim - City of San Rafael

2. Approval of June Minutes*:

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

3. President's Report, Jed Greene: Danielle O'Leary, a great City liaison and BID supporter for the last 5 years, has left her role with the city and we are very sad to see her leave. We are seeing our county's job numbers come back slower than surrounding counties, like Petaluma. Our current BID operating account is around \$27,000, which is way under budget. Our first check from the city was much lower than usual, probably due to some vacancies.

4. Executive Director Report, Sarah Tipple: Streetaries: we discussed most of these updates in June's meeting. The city has a plan to communicate personally with all businesses that have streetaries that are not being utilized. Joanne Webster had recommended that they should communicate personally with everybody who has a streetary about the updates that will be in place, and the BID agrees. The events committee has attempted to re-brand DUTL to San Rafael Thursdays, due to low foot traffic. With help from businesses on the block from Lincoln to Cijos, including Salon B, Glaze and Confused, and Vin Antico, and by adding a marketplace coordinated by Bay Area Pop Ups, the attendance has been steadily improving and gaining traction each week. Businesses from the C-D block met and decided to close their block at 5:30p on Thursdays. We have not found a new board member to take over as Treasurer, so we are reviewing three bookkeeper resumes and will hire a very part-time bookkeeper for the BID. Sarah created a welcome packet for new BID business owners, per Terrance's suggestion, to explain what the BID does/is about. There is no sidewalk sale due to low business response. Sarah would like to look into hiring a social media manager dedicated to promoting downtown businesses daily once we get the treasurer and can look at the budget. We are also going to hold off on the walking tour at this point until we can review our current budget with the new bookkeeper.

5. May Madness Budget, Jed & Sarah: The final budget was discussed: Income: \$24,000, expenses: \$15,000, netting \$9,000, which is a bit below past years mainly due to low beverage sales and rising costs. Rick with Gold Rush chooses the non-profit that gets half of the proceeds in exchange for his production time and work on this event. This year he chose the SRPD Baseball card program. The BID funds will go toward the holiday events, running the BID, and DUTL expenses.

6. Events Committee Updates: Hops and Vines Stroll is moving forward and will be held on September 24th. Sarah is going to put in a lot of time and effort into this event with help from the events committee. If income remains the same as 2019, then the BID could possibly net \$4k. The Sunset Criterium managed by Crit, will have the same route as usual, but the emergency vehicles at A Street will be stationed at an offsite area where they won't be affected by street closures when they need to leave. Sarah met with Beau from the Mill Valley Film Festival to discuss how to get attendees to stay in Downtown. Sarah is creating a website for the BID that will show, "if you have an MVFF ticket, here's where you can go and what you can get." Sarah and Beau also discussed the possibility of doing an outdoor movie screening in September on 4th Street. The projector would project the film straight onto the Rafael theater wall.

7. West End Culture Crawl- Joel Eis, Rebound Bookstore: Intro: Joel and his wife have been in the community for 17 years. They do 'guerilla events' that have been fairly successful. Joel described the Culture Crawl event details: each participating biz does something special in their stores to bring potential new customers. Examples are fashion shows, tie dye demos, live acoustic music, sales, and product demos. The event once brought 500 people. Joel believes the budget would be around \$2,000 to produce, musicians and promotion being the biggest expenses. Another feature that he would like to add is an 'art crawl' - there are 24 light poles that can be covered with black & white art, political cartoons, etc. This would keep people moving and not crowding.

8. DSRAD Updates, Morgan Schauffler: The San Rafael Social Justice Community Art Project in Arbor Park is moving forward. Ann Dickson is working on this project, and it will be discussed at the next city council meeting on August 8. The Second Friday Art Walk has been successful thus far, but they would like more attendees (no wine served at this point).

9. Annual BID Meeting & Mixer, Jed & Sarah: The Annual BID Meeting and Mixer will be held on Thursday, September 22nd or September 29th. It will be at Libation Tap Room and will have a food truck. Morgan, Jed, and Sarah will meet to go over the 2022 report, budget, and talking points for the meeting. Sarah will create an events page and RSVP link for the meeting.

Adjourned: 11:05am