

## **BID Board Meeting Minutes**

Thursday, June 16, 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, Morgan Schaffler, Jed Greene, Terrance Thornton, Tobi Lessem, Amy Bullock, Adam Dawson

**BID Staff:** Sarah Tipple

**Guests:** Ryan Spencer- Libation, Victoria Lim – City of San Rafael

**Absent:** Bishlam Bullock, Elisabeth Setton, Jeff Brusati

### **2. Approval of May Minutes\*:**

**motion** Amy Bullock    **2nd** Adam Dawson

### **3. President's Report, Jed Greene – nothing to report**

**4. Executive Director Report, Sarah Tipple** - The economic development firm selected by the City, Kosmont, has a strategic plan to fill the vacancies on 4<sup>th</sup> Street. They also have a technology that tracks cell phone use that can inform us about who's visiting downtown and how long are they patronizing certain areas. They have worked with Sausalito, San Jose, and Santa Barbara. They are heavily involved in analytics to gauge foot traffic and real estate use. Jed mentioned that Sausalito received 30 action items and they attacked them strategically. Leslie from Theresa and Johnny's contacted the BID to share her story about her struggles with her landlord. The Board will email legal advisors that Sarah can share with Leslie. A West End tenant is threatening legal action regarding the live music on Friday nights. The live music ends at 9 pm, but there was a blue tooth speaker used past 9 pm. Adam offered her noise-canceling headphones, but the tenant did not want to accept them.

**5. City Updates - Victoria Lim** - The city appreciates their PlacerAI technology and how Kosmont uses it for economic vitality. Next Monday is declared Juneteenth. The revised draft of the new Streetary Guidelines Document is going to be presented to the city council next Tuesday. Fees and standards were discussed, \$3,600 per space per year. There's a suggestion to discount the fee by 50% for the first calendar year, then discounted by 25% in 2024. Then full price. This will be brought to the council for feedback on the proposal. The application fee, of \$2,000, will also be waived this coming year. There will be a refundable deposit for maintenance and removal, so the city can cover costs of upkeep and removal should the business not handle their own parklet. Just for comparison, Mill Valley has decided to charge \$1,000/month per parking space for parklets. If a business would like an overhead structure, they would need to apply for a building permit. Jed mentioned there are 2-3 businesses that had

parklets prior to Covid and we need to investigate whether or not they will be lumped into the same contracts. Ryan of Libations participated in the pilot program to see how “streetaries” fared. They went through ADA and other permitting processes separate from Covid. There was no discussion of a fee for this pilot.

**6. Farmer’s Market/DUTL updates, Events Committee** - DUTL is in its 4th week, but attendance is very low. Warrior games, graduations, vacations, and weather have all played a role. The events committee wants to bring back an elevated element to create a Buzz, like the farmer’s market. Sarah reached out to other event producers to see if they wanted to host/manage a marketplace on 4<sup>th</sup> Street from Lincoln to Lootens, the same footprint as the Farmer’s Market. The City approved having vendors for our Thursday event, stay tuned.

**7. BID Committee Reports - BID Night at the Pacifics** – The Board reviewed several people that were nominated to either throw out the first pitch or sing the national anthem at the Downtown San Rafael Pacifics Baseball Night in a few weeks. Elvis, a local business owner and Pacifics enthusiast, was selected to throw out the first pitch. One of our business’s sons, Yi, was nominated to sing the national anthem. Sarah is coordinating 50 goodie bags to hand out to the 1<sup>st</sup> 50 attendees, multiple businesses have donated, but we are still looking for more BID goodies.

**8. BID Committee Report from DSRAD/Beautification - Morgan, Elizabeth, Meg** - Working on getting state funding for public art pieces - which are coming along - the Terra Linda/Arbor Park work should be installed by the end of the summer. There will be a groundbreaking celebration. They are moving forward with creating an SR arts commission (BID members can apply).

**9. Public/Guest Comments** - nothing

**10. Roundtable check-in/next agenda suggestions, all** - nothing

**Adjourned: 10:58am**