

BID Board Meeting Minutes
Thursday, October 20, 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, 10:04am

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), Kelly Phu- Vin Antico (Events Committee)

Absent: Jeff Brusati

2. Approval of September Minutes*:

motion Morgan Schauffler **2nd** Erika Bowker, all members present **approved**

3. President's Report - Jed Greene - Jim Shultz, our City Manager, is retiring in July 2023. The city is in the process of finding a replacement. He will be missed, and we wish him the best. There have been meetings discussing the possibility of the San Rafael Chamber taking over some of the administrative and operational costs of the BID like accounting, rent, insurance, etc. This should decrease BID costs and could potentially lead to Sarah's role becoming full-time.

4. Executive Director's Report - Sarah Tipple – Sarah met with Kara, the new City Volunteer coordinator, to discuss ways volunteers can help with city Beautification. Recommended improving the intersections, with mulching and weeding as we did on Clean & Green Day. Sarah emailed Andy with Farmer's Market to set up a meeting to hopefully bring them back, haven't heard back yet. Sarah talked to Beau from CFI to about the possibility of regular outdoor movie nights in Downtown, perhaps monthly in the Summer on Thursdays. Going to set up a meeting in Jan to finalize a budget and details. Victoria mentioned that the City wants to see the big picture prior to funding projects, so the BID needs to work to get the detailed information and plan sent to the city for advance financial requests. Hops & Vines had a total of 415 attendees and a net of \$4,619.37 (income was \$14,387, expenses were \$9767). Culture Crawl was well received by the businesses who participated, looked like less than 100 attendees, but no way to gauge how many people came down because it was free. The last days of the West End Block Party were the 1st Thur & Fri in October. Sam with DPW and Sarah met with the bands weekly and monitored the decibel levels to make sure they didn't go over 80, from different locations at different times. They were frequently in the 50-70 range. This was to prevent neighbor complaints, there are three that are vocally

in objection to this event. There has recently been an outpour of community support for the event with over 100 emails from neighbors and attendees expressing their support of it. The BID would also like to keep this event going. The Dia De Los Muertos car procession is coming to 4th street at 3 pm Saturday the 22nd. Trick or Treat on 4th Street is Sat Oct 29th and will include a pet costume contest - sponsored by Woodlands Pets. Sarah asked if the city has ever had any downtown holiday decorations and the BID expressed interest in doing something this year. Sarah showed an image of meter wrapping in the city on Union Street (cost about \$900), but we could do it at the intersections in downtown for the holidays to create festivity. Jed suggested we start small this year and then build up more each preceding year. Erika suggested we begin with alternating streets to keep within budget. Sarah is going to investigate costs and materials and work on sponsorship.

5. Approval of 2022/23 BID Budget*- Jed - City Assessments are down, costs are up, and the BID currently has a \$16k deficit. City finance told Victoria that there is \$10k not collected from the BID Assessment, but it is not clear why. She will investigate this. Two of our signature events, May Madness and the Hops and Vines Stroll, were profitable netting about \$12k combined. The small events are not revenue-generating, although the winter fest should generate some income, especially if we can increase sponsorships. We received income from the City for reimbursement for DUTL expenses. It looks like there is a possibility we can get some reimbursement for other events if presented to Victoria and Jim. Sarah's salary is allocated to the events, operations, and initiatives. Some expenses will go down next year like DUTL consulting staff and most operating expenses if the Chamber partnership solidifies. Some 2022 expenses are a projection, like payroll, rent, and insurance. Our social media costs are allocated to specific events. Sarah would like to add a social media contractor in 2023 that works on strictly promoting local businesses, whereas our current social media director would still promote our Downtown events. An idea is to maybe use a college intern for this position. Once approved, the budget will be presented to City County at the November meeting.

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

6. City Updates- Victoria Lim - Bypassed due to time constraints.

7. DSRAD/Beautification Updates: Morgan, Elizabeth, Meg – The October 14th Tour of the Downtown San Rafael Arts District last week with State Legislation was a fantastic experience. The tour started at YIA then went to MSA, Falkirk, Art Works Downtown, and then finished up at CFI where the Mill Valley Film Fest was going on. Everyone had great activities going on to show off the Arts in our Downtown. DSRAD got great feedback from the visitors that they had a unified message, and they were doing a great job trying to expand our Arts District. They were impressed with the different types of organizations. In November DSRAD will have to reapply for cultural arts status - a formality - but gives them the opportunity to change and improve the approach. Saturday is the unveiling of the two-year project of the San Rafael social justice mural in Terra Linda from 11-12:30. The Dia De los Muertos Car Procession is also this Saturday at 3:00p. Elisabeth was very appreciative of the BID sponsorship of the event and mentioned

that next year the BID can be more involved by using one of their cars/convertibles. There are 28 altars in the downtown area this year.

8. Events Committee Holiday updates - Amy, Bishlam, Terrance, Sarah, Jaime, Ryan, Kelly - Bypassed due to time constraints – Sarah will send updates via email.

9. Roundtable check-in/next agenda suggestions - None

10. Adjourn 11:03am

*action items