

BID Board Meeting Minutes

Thursday, December 15, 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, 10:07am

Attended: Jeff Brusati, Terrance Thornton, Tobi Lessem, Amy Bullock, Adam Dawson, Morgan Schauffler, Jed Greene

BID Staff: Sarah Tipple

Committee Members & Guests: Kelly Phu- Events Committee, Victoria Lim – City of San Rafael

Absent: Elisabeth Setton, Erika Bowker, Bishlam Bullock

2. Approval of November Minutes*:

motion Morgan Schauffler **2nd** Amy Bullock all members present **approved**

3. Discussion & Vote Terrance Thornton becoming New President*:

motion Jeff Brusati **2nd** Amy Bullock all members present **approved**

4. Discussion & Vote Kelly Phu joining BID Board*:

motion Jeff Brusati **2nd** Amy Bullock all members present **approved**

5. Events Committee Presentation for 2023 Events- Sarah, Kelly, Terrance, Amy, Jaime, Ryan - The events committee met and decided to create a survey asking our businesses and community members what they liked about the 2022 events held in Downtown and what additional 2023 events they would like to see in Downtown. Sarah asked the board to review the survey for errors, improvements, additions, or changes before she sends it out on Friday. Amy mentioned how important community input is to make things more fun and inclusive in our Downtown. At the Economic Development meeting, Kosmont shared pedestrian graphs that showed Downtown foot traffic peaks when we have events. The BID produced all the major events shown in the graph, except the Sunset Criterium. The group agreed that the return of the Thursday Night Farmers Market is important to the businesses and community. Sarah and Andy are meeting next week to discuss the BID & AIM partnership and plan to work together.

4. Roundtable Check in- all – Sarah discussed how much she loves San Rafael and was honored to work with the Board this year. She can tell there's passion behind our efforts with the board. There is some fantastic momentum behind our events and partnerships, and she is really looking forward to next year!

5. Adjourn 10:26am

*action items