

BID Board Meeting Minutes
Thursday, September 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, 10:02am

Attended: Erika Bowker, Jed Greene, Terrance Thornton, Tobi Lessem, Bishlam & Amy Bullock, Adam Dawson, Morgan Schaufler, 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), Joanne Webster- San Rafael Chamber, Craig Veramay- Assistant Library and Recreation Director

Absent: Jeff Brusati

2. Approval of August Minutes*:

motion Adam Dawson **2nd** Amy Bullock, all members present approved

3. Public Art Funding Updates- New Assistant Library & Rec Director, Craig Veramay: Craig is the New Assistant Library and Recreation Director for the City of San Rafael and is the Staff Liaison for the City's new Public Art Review Board, which reviews proposals the City receives to install art in public places or on public buildings. The first Public Art Review Board meeting will be in October, and they will meet quarterly moving forward. An upcoming legislative visit to the Downtown San Rafael Art District is scheduled for October 14th because our Downtown San Rafael Arts District may be receiving State funds. The budget includes \$30 million of one-time General Fund monies—to be spent over three years—to expand and support California's Cultural Districts program, which celebrates the geographic and racial diversity of the state. San Rafael is one of 14 Districts that may be receiving these funds. There are a few meetings coming up in the next few weeks that should help shed light on how San Rafael will be involved and how these funds will be allocated.

4. President's Report, Jed Greene: The May Madness account has about \$30k, Jed would like to transfer \$20k to the general fund's expenses account. Motion: Jed Second: Morgan. All in favor, motion passes. After the transfer, there will be \$13k in the May Madness account. It was confirmed that all expenses have been paid for May Madness.

5. Executive Director Report, Sarah Tipple: San Rafael Thursdays are still happening. Next year we will be working on getting the farmers market back. There was a request for the West End block party to extend

through the end of October. There have been three vocal neighbors who do not want the extension to happen. There were over 200 protestors at last Tuesday's City Council meeting to express concern with the recent SRPD violence. The West End extension agenda item was discussed at 11:15pm and was approved for three days in October. Sarah plans to continue to meet with the bands before they play to confirm they know the music cannot go over 80 decibels and that it must end at 9pm. DPW has been taking readings from multiple locations and the music has stayed in the 50-80 decibel range. The Mixer is coming up - our board needs to reserve our BBQ tickets. Hops and Vines - only 30 tickets have been sold as of now. We are hoping to get 400, so please share the event. There is a stack of postcards at the chamber office. The Mill Valley Film Festival being held in downtown San Rafael will be a way to generate more foot traffic in our downtown with the ticket incentive page Sarah created. The 4th annual culture crawl is coming up. Rebound Bookstore, Joel, has been putting a lot of effort into it. Halloween and Dia De Los Muertos events are on the website, stay tuned for more details on those.

6. City Updates, Victoria Lim: In response to Sponsoring the VIP lounge at the Mill Valley Film Festival, Jim Schutz wanted to focus on equity instead of exclusivity. The city might be able to financially help the BID with Dia Del Los Muertos and Culture Crawl expenses. Victoria will follow up with the BID. The two main updates: Streetaries: Proposed ordinance is going to the city council on Monday, Sept 19, and people can provide comments at that time. The next city council meeting is Oct 3 where it would become final, and applications can be received. Nov 30 was the deadline to get the streetary plan finalized. There is a fact sheet for streetaries that will be passed around to local restaurants. Aroma Cafe is continuing to participate in the Streetary program. There is not have current public list, but Victoria can give interested parties information on who is continuing. Joanne and Josh lead the tour for the Kosmont consultants. Tomas Wong and Bernadette Sullivan also helped lead the process. It was decided that a survey should be sent out first to discover what the Economic Development priorities are to help guide their plan. The strategic plan should be set in place by January 2023.

7. DSRAD/Beautification- Morgan, Elisabeth, Meg: The CA Arts Council has funded the existing 14 cultural arts districts at \$30 million and they are going to visit our Downtown on Oct 14th. It should be a big showing of support with stops at Falkirk, CFI, Youth in Arts, AWD, and Society of Artists. Meg and the committee will be working on their very specific messaging to garner support and funding from this council.

8. Annual Meeting & BID Mixer- Jed & Sarah: One of the tasks Sarah was given is to make sure current BID members will be staying on in 2023. We took a poll today and all BID members are staying with Jed still holding his position as interim. Sarah discussed the 2023 Work plan - things we want to do, and things to continue. BID members can send edits via email to Sarah.

9. Events Committee Updates: Sarah would like to introduce an Elf Hunt to the SRBID. It is kid-friendly, easy to implement, lasts for a month, and gets families into the businesses. At the end of the hunt, a winner is picked to get a \$100 gift card to a local downtown business. Jaime mentioned he has spoken with Rick about possibly hosting a car club parade decorated with holiday lights - still TBD. Amy asked about the snow and whether it was stopped due to pricing and Sarah agreed that, yes, it was very

expensive. Bishlam and Amy are proponents of keeping the snow for a “winter wonderland”. The Parade of Lights and Winter Wonderland was in its 40th year in 2019 so we can consider keeping that theme. Our events committee, which meets the first Friday of every month, will refocus on the Winter Wonderland plan and report back.

Adjourned: 11:03am