

**BID Board Meeting Minutes**  
**Thursday, January 19, 2023, 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 Terrance Thornton, 10:01am

**Attended:** Terrance Thornton, Tobi Lessem, Amy Bullock, Adam Dawson, Morgan Schaufler, Elisabeth Setton, Erika Bowker, Jed Greene, Bishlam Bullock, Victoria Lim, Kelly Phu

**BID Staff:** Sarah Tipple

**Committee Members & Guests:** Ryan Spencer- Events Committee, Rick Lewis & Jaime Ortiz- May Madness Committee, Victoria Lim & Micah Hinkle – City of San Rafael

**Absent:** Jeff Brusati

**2. Approval of December Minutes\*:**

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

**3. President's Report, Terrance Thornton** - Vacant building, beautification project: Terrance shared ideas of how we can beautify Downtown while showcasing what we have to offer to potential new tenants. Terrance created banner drafts that showed images of the interior of buildings for rent so passersby can see what they would be renting should they inquire. He also created a banner with images of our Downtown events like Hops & Vines, Earth Day, and others to show what activities take place in our Downtown. There was a lot of discussion about how to create more vibrancy downtown to help decrease the vacancies and what the City can do to help. Micah added that the city would need to adopt an ordinance to penalize or tax property owners for keeping vacant properties, but he has seen in his experience that that doesn't always solve the problem. Sarah recommends creating a beautification subcommittee to work on this project to discuss it further to include funding, insurance, and logistics. Sarah, Terrance, Amy, Adam, Tobi, and Ryan all volunteered to join this subcommittee. Placing art in empty windows was suggested many times over the years, but there was kickback from property owners about whether or not they would be willing to do it. It was recommended to start with one window/property and then expand from there.

**4. BID/Chamber Updates, Jed Green** – The Chamber and the BID partnership discussions were looking at how the two organizations could share certain costs among other benefits. The City and Chamber are going to draft a partnership plan and submit it to the BID. Jed wants to get feedback from the businesses and make sure there is representation. Micah added that there is not an official proposal yet, but rather a three-way party discussion. The next step for Micah is to reach out to Jed and Terrance

and get some specs – it is still in the beginning phases. Micah is hoping to work toward long-term sustainability.

**5. Executive Director’s Report, Sarah Tipple** – Sarah went over her list of 2022 tasks including showcasing our assets, updating the website, strengthening existing events, creating new events, walking tour app, smart train tour, more plaza activations, creating more partnerships, and review old minutes to see what projects didn’t come to fruition. She has requested 2023 tasks from Board, email is great, and she highly appreciated the Boards recommendations that were emailed to her in 2022. In 2023 she would like to focus on the window/beautification projects, a social media plan that focuses solely on businesses, and generate more income from signature events. She went over our homepage News and the updated website with new pictures and an easier-to-follow format. Any time there is something happening in Downtown, Sarah puts it on the homepage. There was a \$9k amount mentioned in the BID renewal staff report that was not collected in 2022 and Sarah reached out to Micah to see how she can help to send out a “courtesy reminder”. It is still TBD on whether or not we can collect it.

**6. City Updates, Victoria Lim & Micah Hinkle** – Victoria shared the streetary updates: DPW sent out letters to businesses letting them know that they have until January 13<sup>th</sup> to submit applications. Some restaurants decided to remove them before that deadline. Micah discussed the results from the economic strategic plan survey that was sent out to businesses and it’s no big surprise that the top business concerns are cleanliness, homelessness, safety, and vacancies. Survey results will also be presented at the economic development subcommittee in February.

**7. Events Committee Updates: Amy, Bishlam, Terrance, Sarah, Jaime, Ryan, Kelly** – After taking a year off in 2022, the Aim is interested in bringing the Farmer’s Market back in 2023, but only if it is not during Dining Under the Lights. Also, they may want to move it to Fridays. Aim will be submitting a proposal to Micah. With the return of the farmer’s market, it was recommended by the committee that Dining Under the Lights becomes a monthly event. Thursdays being shut down for the Farmer’s Market is “iconic”, so we hope they return on Thursday. If DUTL is done monthly, it can be paired with the 2<sup>nd</sup> Friday Art Walks and we can coordinate more family-friendly elements. The ‘key energy’ that used to be downtown is not there right now so bundling DUTL and 2<sup>nd</sup> Fridays together might be better to get more people in the area. Because Thursday is a workday, doing DUTL on a Friday could potentially draw more people from around Marin and the Bay Area for a fun night of music and dining.

May Madness: Rick, Jaime, and Ryan - last year was one of the most successful years - both in attendance and the scope of coverage. The BID has been integral in maintaining this event. Sarah and Jaime were a huge help/indispensable. Rick is looking for the BID Board to join again this year to help for the day to manage and be part of the event. They are also looking for sponsors. The city has helped support this event from the beginning with City resources, and Rick hopes to continue the support with DPW, PD, parking, and banners. The event used to spend \$15k on an event coordinator, but now they don’t have that so there’s a bigger profit. Rick takes 50% of the profit and donates to a non-profit. This year will be donated to an apprenticeship program for youth learning the auto trade. In the past the Tivoli lights were funded by the positive cash flow from May Madness. The event is meant to bring vitality to Downtown and give exposure to the BID members.

**8. DSRAD Updates: Morgan, Elizabeth, Meg** – There is a meeting later today with California Arts Council for an update on the change in the funding structure. The State originally stated that the 14 Arts Districts were going to be awarded 30 million, it is now only 10 million. Each district was asked to submit

a 5-year plan to include both dream and realistic goals. All existing art districts will be regranted their current status, but they still need to re-apply. The meeting will hopefully answer how these funds will be dispersed, equally or equitably based on need. DSRAD pumped up its partnership with the City and was encouraged that the steering committee will still have control over how this funding will be spent. Youth in Arts shared their fundraising event, "Sing Out Loud", supporting their teen acapella group. The "Give the Gift of Art this Season" holiday program that Youth In Arts, Art Works Downtown, and Marin Society of the Artists collaborated on at the December 9<sup>th</sup> 2<sup>nd</sup> Friday Art Walk was the busiest Art Walk in 2022.

**9. Adjourn 11:03am**

\*action items