

BID Board Meeting Minutes
Thursday, November 17, 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 Sarah Tipple, 10:01am

Attended: Jeff Brusati, Terrance Thornton, Tobi Lessem, Amy Bullock, Adam Dawson, Morgan Schauffler, Elisabeth Setton

BID Staff: Sarah Tipple

Committee Members & Guests: Meg Reily -Marin Society of Artists (DSRAD Committee), Ryan Spencer (Events Committee), Jim Myers- City of San Rafael

Absent: Erika Bowker, Jed Greene, Bishlam Bullock, Victoria Lim, Kelly Phu- Vin Antico (Events Committee)

2. Approval of October Minutes*:

motion Adam Dawson **2nd** Jeff Brusati, all members present **approved**

3. City Parking Citation Fee updates – Jim Myers, Parking Services with the city of San Rafael - The City of San Rafael Parking Services is dipping into its reserve fund and is proposing that several citation rates be raised as part of the master fee schedule update. Citations for expired meters, red zones, abandoned vehicles and several others are recommended for increase. The current expired meter is \$35, and a possible increase discussed would be \$40. Other cities in Marin were surveyed and recommendations were based on the average of the other cities. Jeff expressed concern about the need for meters because his customers are constantly dashing out and are worried their meters will run out. It was welcomed information that the parking services expenses are going down. It was recommended to increase other citations, like red zone, 72 hours, and handicap, but do not increase the meter citations. There are 22 empty storefronts in Downtown and if we want to attract new merchants then we need to think about parking. Amazon prime is the biggest competitor of our Downtown retail shops, so we should help the shopper. Parking Services staff is dedicated to cleaning the lots, which have more issues during the winter with campers. Jim's staff cleans them daily and removes graffiti. Parking Services also supports the businesses in Downtown by providing free parking on the weekends and will be free over the holidays from 11/26 through New Year. Parking Services also supports the Streetaries, which reduced their income. Elizabeth recommended making the 15-minute free zones long-term, which is a nice in-between of not charging and moving people along. Jim wants to know what the BID thinks of these. There is no plan of removing them soon. Jeff will talk to Jim and will check in with Terrance to discuss more ideas of how to help our shoppers. It would be helpful to do a survey of the businesses so there is data to back up opinions. Sarah will look into the old one that Eda did.

4. Executive Director's Report - Sarah Tiple – Trick or Treat on 4th Street returned for the 1st time since the pandemic started and had a large turnout with a fun pet costume contest again. It brought hundreds of families to our Downtown and was easy and fun to coordinate. Is there a way we can track the economic vitality that these events bring to Downtown? The Elf Hunt sign-ups were very popular, but too many businesses signed up, which does not make for a better event. 26 signed up and Sarah was hoping for 15-20. If there are too many or if they are off the beaten path, it defeats the purpose of trying to get everyone in each store. The Elf Hunt will kick off at our event on Shop Small Saturday, Nov 26. The San Rafael Parade of Lights and Winterwonderland organized by the volunteer events committee is coming along extremely well. The committee received sponsorship dollars that will be used for 3ft light-up letters saying “❤️ San Rafael” at the event and will be placed in the plaza for the next 3 Saturdays in December. Other large sponsors have allowed us to bring more kids' activities like a crafts table, giant slide, human snow globe, ballerinas, live entertainment, and street decor. There will be a juggler, food trucks, and 50 makers. There will also be a classic light-up car cruise. The volunteer event committee has done a great job putting this together in such a short time.

3. DSRAD/Beautification Updates: Morgan, Elizabeth, Meg – Youth In Arts, Art Works Downtown, and Marin Society of the Artists have planned a theme for the holidays, “Give the Gift of Art this Season.” There will be a holiday party on December 9th during the 2nd Friday Art Walk with carolers, cider, and more. Advertising is an important part of making sure people attend this event and bring people Downtown. The legislative tour on 10/14 was last month and a follow-up meeting has been scheduled for 12/9. The San Rafael Arts District needs to be recertified. DSRAD will also be working on a grant with city help and contributions. Craig with the City has hired a consultant who will help map out creative placemaking and assist with the dispersal of the funds if received.

4. BID Holiday Party- Elizabeth & Sarah – Art Works Downtown will host our holiday party. We will possibly schedule it in lieu of our board meeting, the 3rd Thursday in Dec, the 15th at 5 pm or 6 pm. We will invite all BID members and will have an rsvp list just like the Annual Meeting. The BID has leftover wine and beer from Hops & Vines stroll. Vin Antico has offered to provide a charcuterie platter. Sarah will work with Elisabeth on details.

10. Adjourn 11:06am

*action items