

BID Board Meeting Minutes

Thursday, February 16, 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, 10:03am

Attended: Terrance Thornton, Amy Bullock, Adam Dawson, Morgan Schaufler, Elisabeth Setton, Erika Bowker, Jed Greene, Kelly Phu, Jeff Brusati

BID Staff: Sarah Tipple

Committee Members & Guests: Meg Reilly – DSRAD, Micah Hinkle – City of San Rafael

Absent: Tobi Lessem, Bishlam Bullock, Victoria Lim

2. Approval of January Minutes*:

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

3. President's Report, Terrance Thornton – Storefront Activation Project updates: Terrance was able to get into 1320 4th St. He drafted a sample banner with photos he took of things you can't see from the window - items such as: pyramid skylights, view from mezzanine, and private parking spaces. The property might be pending rental now so we may not want to put money and energy into this property. He then took photos at 1340 4th St of interior and storage etc. Micah mentioned that DPW could help clean up the storefronts of some available properties to help make the properties more appealing. The cost is roughly \$200 per property to create banners that show the interior, events, and info about the arts district. The purpose of using banners in this activation project is to show you're not just leasing a property, you're joining a community. There has been resistance by owners to this project in the past, but this storefront activation will hopefully increase the desirability of the vacancies to get them rented quicker. Art will be included as well, Art Works Downtown has offered its resources to help with the activation.

4. Executive Director's Report, Sarah Tipple – Sarah worked with Lyndon, our insurance rep, to reduce our annual insurance from roughly \$6000 to \$3000. No major changes except a new carrier and combining the Businessowners policy and management liability. The BID pays an automated \$100 per month for website updates, but Sarah will save us money by removing this automated cost, continuing to do the updates herself, and paying Abby hourly for any additional website assistance. Sarah, Jed, and Terrance met with the Managers of the new AC Marriott. We will most likely be holding the September Annual BID meeting and mixer there. The meeting was to focus on how their guests can enjoy Downtown and how the Hotel can utilize the Downtown Businesses for their needs. An idea was discussed that as guests check into their rooms, the TV can scroll info about downtown businesses and events. Sarah created a February promotion of Feb-BREW-ary, which SMART mentioned to her in Petaluma, that

focused on Petaluma and Santa Rosa businesses. Sarah created a page and logo for us, contacted the local breweries/taprooms for participation, then shared the link with SMART. SMART then created a Marin promotion in the IJ. Julia is a new marketing contact at SMART Train - Sarah shared smART tour idea with her. Beautification – she plans to meet with the city and DPW to come up with a plan to make the intersections look better. Mosaic benches would be a great addition, Micah suggested putting together a proposal for this idea. Amy mentioned that businesses should be responsible for keeping their storefronts presentable to help with our beautification efforts. DSRAD could potentially become involved with the intersection beautification project. Sarah is in talks with Beau from CA Film with the outdoor movie nights, potentially a 3-movie series in the summer to coincide with 2nd Fridays and DUTL.

5. City Updates, Micah Hinkle – The City is doing several capital improvements, including the B Street two-way project and the 4th & 2nd intersection restructuring project. There is a plan to create a sort of plaza, but it is in the very early stages. Any ideas are put on a one-page sheet for community and business members to review. Micah shared the link to the consultant deliverable for economic conditions for San Rafael which has really good data and background information for the board to review, he will share it with the Board via email. Jeff suggested following up for those who didn't pay BID dues. Micah has asked the Finance Department about the list of non-payers, there is a possibility of giving the list to the BID to send a courtesy notice, he will keep us posted.

6. Social Media Plan for 2023, Erika Bowker - Erika has done a great job showcasing downtown events and the BID for the last 2 years. There was a big increase in followers on Instagram from 200 to 2,360. Erika currently focuses on downtown events in a volunteer role. The idea for 2023 is to focus on downtown businesses and hire someone to manage this. The Petaluma Downtown Association pays someone that posts every day, and they have 10k followers, which is very expensive. If we highlight 3 businesses in a post per week, that's 150 businesses showcased per year. This is a big job, but it pays off. Amy suggested adding reels to get non-followers viewing. The going rate for something like this \$20-\$50 per post. We could pay Erika \$10 per post; 3 posts per week = \$1,560 per year. The idea is to build something that will drive people to our Downtown. Erika can help create a proposal and the board can vote next month. We also need to confirm if Erika can be paid for this work since she is a board member, or if we need to structure this differently. We can open it up to other people if they want to submit a proposal as well.

7. Events Committee Updates: Amy, Terrance, Sarah, Ryan, Kelly – Sarah shared the desire to have the board help with May Madness sponsorship requesting that every board member try to find one sponsor to help support the event. Farmers Market (AIM) is thinking about coming back Thursdays, they are just collecting feedback from makers and farmers. Dining Under the Lights: BID submitted a proposal for DUTL on 2nd Fridays (May to October). Dining Under the Lights helped bring more foot traffic to our Downtown and increased income for participating businesses. Kelly Phu suggested having themed nights each month to encourage participation. By doing this monthly, we can add more family-friendly elements. Nearly all the restaurants that participated last year are interested in the monthly idea because we can put more effort into it and make it something really special. There is music at AWD on Second Fridays as well.

8. DSRAD Updates: Morgan, Elizabeth, Meg – There are 14 CA Arts Districts up for recertification and will be receiving \$671,428 each with a 3-year grant term. CAC is releasing a recertification grant request in late February which will consist of: the 1st 5 years' report, the next 5 years' report, and ongoing reporting through 2024. The idea is to move the DSRAD steering committee to a more formal structure

with voting capacity. Also to look at partnership with the City - how do we benefit each other? DSRAD will be working on budget analysis and committee structure documents. They will also look at the costs to hire a consultant vs. a DSRAD employee. If through the city, costs are much higher (required benefits/pension). They will also look at goals for money that aren't programmed (for staffing, etc) and itemize money into buckets - i.e. engagement and beautification. The next steps - Sarah T, Meg & Morgan to work on formalizing a draft document and share with the group on structure ideas.

9. Adjourn 11:03am

*action items