

BID Board Meeting Minutes

Thursday, March 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 at 10:03am

Attended: Terrance Thornton, Amy Bullock, Bishlam Bullock, Adam Dawson, Elisabeth Setton, Kelly Phu, Jeff Brusati, Tobi Lessem

BID Staff: Sarah Tipple

Committee Members & Guests: Meg Thornton, Society of Artists, Ross Guehring, Lauren Monahan, Micah Hinkle

Absent: Morgan Schauffler, Erika Bowker, Jed Greene

1. Approval of February Minutes*:

motion Tobi Lessem **2nd**, Adam Dawson all members present **approved**

2. 1515 4th Street Development, Ross Guehring with Town Hall Public Affairs & Lauren Monahan with Monahan Pacific: Coming soon to 1515 4th Street are 162 Units - (120) 1 and (42) 2 bedrooms with commercial space on the ground floor - 4,000 sqft. It will include 13 affordable housing units (BMR). Price ranges: hard to predict due to changing economics, but we can look at other Monahan developments for general price ranges. The units will be “affordable by design” meant to be options for the workforce. There will also be an open courtyard that opens up to Fourth Street and might include an art gallery/space. Ross shared images of the proposed building and Sarah requested a blurb about the development so it can be shared with all BID members. Originally there were going to be 3-4 commercial/retail spaces, but they lobbied for civic space instead of retail. The ground floor/lobby will have one retail/cafe space and a public space.

3. President’s Report, Terrance Thornton – Terrance, Sarah, and Jed met with the Chamber, no major updates on the movement of the Chamber/BID/City partnership. The 6-month timeline for completion is still a goal of the City. The chamber shared the scope of work they are willing to give the BID - governance, compliance, and administration. Terrance hopes to have more answers at next month’s meeting. There was talk of expanding the BID to include Montecito Plaza. The City is also interested in looking at a Property Owner Based Improvement District (PBID), which could offer more resources to the organization, but this will not take place for a few years. The partnership vs merger concept: it has always been called a partnership. Members expressed hope that operations remain separate and the chamber will have a broader focus while BID will still focus on the downtown.

Micah shared that the situation is fairly complicated: the BID - based on business license payments but it is managed by a corporation as a separate entity. Ultimately it is decided by the city council. How do we build more capacity - the BID, the city, and the chamber? A 3-party partnership agreement. All funds have to be spent within the assessment boundaries. The conversation is being tabled to next month's meeting in order to preserve time for the meeting, but there is more to be discussed.

4. Executive Director's Report, Sarah Tipple – Sarah is in communication with Beau from CA Film to potentially hold outdoor movie nights in downtown. Clean and Green Day is coming up Friday, April, 21st. This beautification effort will focus on cleaning up the intersections and putting on an event/putting out the volunteer sign-up sheets. We have some trophy sponsorship needs for May Madness - Salon B sponsored one. We need confirmation that 'all' the BID members will be there to support the event which is a major BID fundraiser. The Downtown Business Directory on our website has been updated - removed outdated info, added logos, cleaned up the categories, and added 50 more businesses to the website. What this is doing on the backend is, through Formidable, an active-live database is being created. We are working with Micah and the city to finalize the details for the West End block party - Thur and Fridays starting in May. Michael of Bogie's recommended that a 'food passport program' might be useful in supporting the restaurants Downtown. After a lot of research, Sarah developed her own passport program, which will be similar to the Elf Hunt - and the attendees can fill out the passport flier and once filled up and submit, at the end of the month a raffle is won for a \$300 gift card, or something like that. The launch date is TBD, but hopefully by July which is a slow month for restaurants.

5. Social Media Plan for 2023, Erika Bowker - ABSENT

6. City Updates, Micah Hinkle – The West End event created some noise complaints, so there is work being done on this. Also, reevaluating the event permit process to make it easier and more accessible for folks who want to apply for events. From an operational side, Micah is working to make processes more user-centric. We need to better quantify the value of special events and shutting down the streets. For example, asking local businesses if it improved business/foot traffic, etc. The evaluation process at the end of the year is a good time to check on these metrics. DSRAD is another way to focus on cultural events, but we need to make sure we're checking in on the community's desire and noting what resources we have. The economic development strategic plan: if you're interested in the process - cityofsanrafael.org - you can see the first phase.

7. Farmer's Market Updates, Andy Naja-Riese (AIM) - Relaunching the farmer's market, planning to launch Thur, June 1st (5:30pm-8:30pm) - Thur, Aug 31st (14 weeks) based on feedback from vendors based on capacity. The footprint will be from A to Lootens with about 40-50 vendors, currently mapping it out. Believe this is an incredible opportunity to bring more foot traffic to downtown San Rafael. They are looking for more vendors - crafts and prepared foods, and also opportunities for local businesses. Kids activities and a beer garden will be included. An online application is available. They do have a racial equity program in place to offer free space for those who are eligible. Requests made: local music - fun/upbeat and different cultural genres - will be paid plus tips. Help promote with posters/newsletters/IG - they will have items to share. AIM wants to host a Community meeting in late

April - looking for a place to host, food/drinks will be provided (room for 40-50 people). Marin Society of Artists offered their space. The BID is very excited to have the Farmer's return and has offered any help that is needed to make it successful.

8. Events Committee updates, Amy, Bishlam, Terrance, Sarah, Jaime, Ryan, Kelly - DUTL will be monthly this year held on the 2nd Friday of the month. It'll be 6 mini street fairs, essentially. We want to add kids' activities, exhibitors, and more entertainment. There will be 4 blocks participating: 4th Street from A-B, C-D, Lincoln to Lootens, and B Street from 4th to 3rd. The city is working on the staff report and it should get approved in April. However, tracking success is still important, perhaps by doing a survey. Operationally: fire, police, DPW - all good with no issues to report.

9. DSRAD Updates: Morgan, Elisabeth, Meg – The CA arts council has a grant out - through the process, DSRAD should receive \$671,000 to be utilized over 3 years. They need a strategic plan to develop this and Micah and the city can be included to help revitalize the downtown. Elisabeth added that a major milestone was reached today - all reporting will be focused at the city level, and a big 'thank you' for taking on that leadership role is due.

10. Adjourn 11:03am

*action items