

# BID Board Meeting Minutes

## Thursday, April 20, 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 10:04am

**Attended:** Terrance Thornton, Amy Bullock, Elisabeth Setton, Tobi Lessem, Morgan Schaufler, Erika Bowker, Jed Greene

**BID Staff:** Sarah Tipple

**Committee Members & Guests:** Ryan Spencer, Events Committee

**Absent:** Jeff Brusati, Kelly Phu, Adam Dawson, Bishlam Bullock

### 1. Approval of April Minutes\*:

**motion** Morgan Schaufler      **2nd**, Amy Bullock      all members present **approved**

**2. President's Report, Terrance Thornton – 3. President's Report, Terrance Thornton** - The budget shows that we're having a good year so far. May Madness is coming along, and we have already collected 12% more in pre-registration fees than last year. The event is expected to bring in more revenue for the BID than last year as well. The Chamber partnership: since we will have guests here later today and a busy agenda it would be good to have a separate meeting to go over this in more detail. There have not been any big changes, everything is still in draft form.

Jed Greene - spoke about the Chamber update: We learned a lot about how the BID started and where we are at. What happens with the BID money, the city has the discretion on how to use it, but they have appointed advisors to make the final decision. Then, the separate group the BID 501(c)(6), are dealing with insurance, ground-level work, payroll, and administering. As it stands, the advisors are the exact same as the BID. What this means is that the city has full control over the advisors and board. What is going to happen is they are going to change who administers all this - which will be the Chamber - based on what the BID tells them to do using the budget. A minimum of 85% will be kept with the BID to run programs. Sarah could work with the Chamber - either as an employee or contractor - and do the BID's work. The Chamber may take up to 15% of the BID funds as an administrative cost. This would be a 2-year contract and then possibly going to a property-based model, versus a business owner-based model, and this current contract would end at the end of 2024. Morgan mentioned that the DSRAD just received over \$600k. The stakeholders are the BID, Art Works Downtown, Youth in Arts California Film Institute, Marin Society of Artists, and the City of San Rafael. So, the question was brought up how this will change the BID's involvement if the 501 (c)(6) does not exist. The board wants to meet with Micah and Joanne to address direct questions about this transition.

**3. Executive Director's Report, Sarah Tipple** – Terrance and Sarah meet monthly to go over the budget. It is basic since most expenses are recurring which include payroll, rent, insurance, and computer

programs. Sarah and Ca Film are looking for sponsorship for the summer outdoor movie night series. The total cost of each screening will be about \$3k. Once sponsorship is finalized, they will confirm dates and it will probably be on Thursdays - with the Farmer's Market and include a fun activity before the screening, like a dog show if screening *Best In Show*, for example. The Annual Clean and Green Day was fantastic this year with 60+ volunteers. Sarah would like to use this event as a kick-off for Downtown beautification, calling this Phase 1 with mulching the intersections. The Chamber asked us to vote for the Downtown Business of the Year. Sarah will send an email to the board to collect the votes.

**4. DSRAD Updates, Morgan Schaffler, Elisabeth Setten, Meg Thornton** - The \$600k CAC funding awarded to DSRAD was announced by the Mayor at a city council meeting. An MOU is being developed. It is very important to the stakeholders that DSRAD maintains control of the money. Updates and reports are required - so there are very clear parameters on how the money is spent - but a strategic plan is being devised to make sure the money is used to support goals on Creative Placemaking and other strategic goals. Funding is precarious - funding cuts kept being threatened - but the group consistently worked to keep it underway. We would like to see the program grow. Elisabeth added that this is not just about having creative arts in the community, but it is a tool that is being embraced in many communities to leverage economic stimulus. This funding is meant to be a tool for community redevelopment through the arts. We need to work together to develop a plan to best implement that. Increased audience participation, more customers in retail stores, and other measurable ways to show proof of revitalization.

**5. SAFE Team, Aziz Majid, Petaluma People Services** – This SAFE (Specialized Assistance For Everyone) program was launched 3 weeks ago - working 7 days a week, 12 hours a day. This program was started in Petaluma by the Petaluma People Services and now serves Cotati, Santa Rosa, and Sonoma State. They are a mobile crisis unit, and they are integrated into the police system. Anything that is non-violent and non-criminal is redirected to SAFE. They operate under the CAHOOTS model. They drive in a white van and offer care support supplies. Sarah and other board members offered help to do community outreach by passing out informative flyers about the program. Aziz will email the flyer to Sarah. Aziz will also have his team members walk around getting to know local businesses, but there has not been a lot of extra time. The team members deal with up to 14 calls a day. 415-458-SAFE(7233) - this is the number for dispatch to know to send to the SAFE team. Free de-escalation training is an option for business owners.

**6. Roundtable Check-in/Suggestions:** None

**10. Adjourned:** 11:09a

\*action items