

BID Board Meeting Minutes

Thursday, May 18, 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 Sarah Tipple at 10:05am

Attended: Amy Bullock, Elisabeth Setton, Tobi Lessem, Morgan Schaufler, Erika Bowker, Jed Greene, Kelly Phu, Adam Dawson

BID Staff: Sarah Tipple

Committee Members & Guests: Ryan Spencer- Events Committee, Meg Reilly- DSRAD

Absent: Terrance Thornton, Bishlam Bullock, Jeff Brusati

1. Approval of April Minutes*:

motion Morgan Schaufler with addendum **2nd**, Adam Dawson all members present **approved**

2. President's Report, Terrance Thornton – Absent

3. Executive Director's Report, Sarah Tipple: At a recent City Council meeting, there was an appeal for the proposed 162-unit 7-story apartment building for 1515 4th Street, the old West America building. The most vocal issue was related to the Shaver Street parking lot entry and exit location causing congestion. It was approved. The building at 804 A Street will be demolished and used for a new parking lot. It has taken Goldstone Properties 7 years to purchase all the properties across from the plaza to develop their plan for a new marketplace-style building. There are 3 large ground-floor vacancies as part of this project. As soon as Sarah gets more information in the coming months, she will share the news on our website and Newsletter. Royal Ground officially moved to its new location one block over. Last month's May Madness was a huge success, with roughly 5-6k in attendance. It will also be a big fundraiser for the BID since car sign-ups, vendor booths, and sponsorship were all up and expenses were down. Sarah will share the May Madness budget at next month's board meeting. A personal anecdote was that Sarah had a friend from San Francisco in the Car Show and Downtown looked so vibrant that day he mentioned considering moving here. Sarah briefly spoke with Joanne about working for the Chamber to run the BID starting in July 2023. They are meeting next week to discuss more details. So far, this has been an unclear transition since she was not involved in the previous discussions about the Chamber/City Agreement and her role, but there should be more clarification after next week.

4. DSRAD Updates, Morgan Schaufler, Elisabeth Setten, Meg Thornton: There are discussions about DSRAD becoming a 501(c)(3) or (6) which could help manage the finances effectively. This was brought to the city with an MOU - a revision was requested, and they are waiting to hear back. The steering committee was told they are in control, but they have not received clear feedback and documentation

yet. They are trying to create a more organized structure for the stakeholder organizations. A huge art installation was put in at Pickleweed Park, which was a big success and Meg played a major role in it.

5. Events Committee updates - Amy, Terrance, Sarah, Ryan, Kelly: DUTL: T&B sponsored \$400 toward a “jumpy house” which was very popular for families, the BID paid the balance of \$300. Because of that added expense, the event committee will need to decide if we can continue renting it or find a cheaper one. Morgan mentioned that June 9 will be the last day of school so DUTL should be kid-centric. Perhaps adding a scavenger hunt to spread the activities to the rest of Downtown. Tam Commons would like to move their band to C Street next to their parklet, but that is not possible due to the previously approved street closure. Morgan added that restaurants did not put many tables/chairs outside which seemed counter to the whole concept of DUTL. There has been less restaurant participation since the beginning of covid because indoor dining is allowed, it is a lot of work to put the tables/chairs out, and many restaurants have also expressed that they have staffing shortages. DPW has 10-15 chairs and 4 rounds that Sarah will request for the next DUTL. Bogie’s Café did not put tables/chairs out last month, which had a negative impact on the event.

6. Voting in New Board Member, Ryan Spencer from Libation Tap Room: Jed mentioned that since Ryan was not on the Advisory Board list that Micah presented to City Council regarding the BID transition, he is not able to become a voting member of the board.

motion Amy Bullock **2nd**, Jed Greene all members present **approved**

7. Roundtable check-in/next agenda suggestions, all: Amy is adamant that DEI and black and brown business owners need to be represented in our Downtown events and receive our support. Sarah recommended that we can incorporate these business owners and groups into our 2nd Fridays events.

8. Adjourned: 10:47am

*action items