

BID Advisory Board Meeting Minutes

Thursday, July 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: Morgan Schaufler, Erika Bowker, Jed Greene, Jeff Brusati, Terrance Thornton, Elisabeth Setton, Joe McCaluum

BID Staff: Sarah Tipple

Committee Members & Guests: - Joanne Webster – SR Chamber

Absent: Bishlam Bullock, Amy Bullock, Kelly Phu, Tobi Lessem, Adam Dawson, Ryan Spencer, Meg Reilly-DSRAD

2. Approval of June Minutes*:

motion Morgan Schaufler **2nd**, Erika Bowker all members present **approved**

3. President's Report, Terrance Thornton – We are delaying the vote on the dissolution of the BID until December or next month. We are waiting for confirmation from Micah. Terrance will keep us updated on when it happens. Terrance wanted to thank the board for all their support and hard work on events. Fundraising income from events is higher than in previous years.

4. Executive Director's Report, Sarah Tipple – Sarah met with the managers of a New business to 4th Street: Groundfloor. They are a Social club and workspace, but they focus on events and clubs. They are opening in mid-September. Sarah will share their contact info with the board. Sadly, Scott with Glaze and Confused is closing, but a new pottery place will go into his space. Sarah joined a tour of the AC Marriot, it's beautiful. They are hopefully opening August 2, 2023, and our fall mixer is potentially going to be held there. In last month's EDD meeting, the streetary fees were discussed and city representatives agreed that the fees and insurance requirements may be too high. Micah will work with restaurants to reduce fees or do a joint insurance structure. Sarah gave updates on an intersection beautification project idea. This would be Phase 2 of the successful Clean & Green Day on Earth Day. This project would specifically focus on weeding and mulching the intersections on 4th. The proposed date is Friday, September 8th. The Downtown Eats Passport Program is ready to launch. 10 restaurants/cafes signed up. The fees were \$40 to be on the card + \$100 to add a logo to the card so we earned \$700 dollars for marketing the project. How it works: attendees can check off 5 of the locations - staff signs for validation, at the end of the month, 3 passports pulled out, and will win \$100 restaurant gift card. Updates on the West End Block Party: it was approved by City Council on Monday, 8 Fridays July through October; 6-10 pm. Starts on July 28, 2023. All info is posted on our website.

BID Social Media Marketing Updates: Erika, our BID Social Media Manager, has recently added a social media marketing program to specifically promote downtown businesses. She posts 3-4 times a week and

showcases a different business each time. Because of this new social media plan, we have a few hundred new followers/likes on Instagram/Facebook and have reached over 7,000 people on Instagram since April since she started. Several businesses have reached out to see if they can be featured.

What is the Economic Development plan to target vacancies and revitalize Downtown? The City adopted a plan that BID and the Chamber were very involved in. Micah targeted seven action items including a business retention and expansion plan. Does the BID survey event attendees for quantitative metrics? Feedback is given through surveys connected to BID Newsletter. The City purchased Placer AI which tracks location on devices. During events, this information can help the BID know where people are coming from, where they go, and how long they stay.

5. DSRAD Updates, Morgan Schauffler, Elisabeth Setten, Meg Reilly – DSRAD's current priorities are creating a 501c3, plans for an official governing board, and a strategic plan. Stay tuned for more details as the strategic plan evolves and results will be seen in the Downtown San Rafael Arts District.

6. Events Committee updates, Amy, Terrance, Sarah, Ryan, Kelly – Dining Under the Lights 2nd Friday Block Party themes were discussed for the remaining events. August - Hot August Nights & American Graffiti, September- Back to School Celebration, & October - Great Pumpkin Search, Dia De Los Muertos Alter Walk. There will be an Alter Walk in conjunction with the Art Walk DSRAD launch party, Friday October 13th. This event will showcase the Arts in Downtown and celebrate the new funding the group received.

7. Annual BID Report and Budget Committee – Committee: Sarah, Terrance, Elisabeth, Morgan, Joanne, and Jed. The group will present a draft to the Board at the next meeting. Once we get approval from the Board, we will present at the Fall Mixer for suggestions, and then we will send it to the City for approval. The final presentation to the city is in November. The Fall Mixer's potential dates are September 11, 18, or 25. Sarah will send a separate email request for the group to vote on.

8. Guest Updates – Chamber Report – Joanne Webster: The Chamber is partnering with MCM on a job fair targeting young adults on Thursday, August 3rd, which will showcase summer jobs, internships, or first jobs to transitional-aged youth. Tables are free at the job fair. The San Rafael Chamber Leadership Institute has scholarships available for organizations (4 full scholarships), the application is on the website. Joanne will share the info with us. The group is a cohort of 30 professionals and meets once per month. Orientation is on Thursday, October 5 and the 1st meeting is on October 12, 2023. There was a “No Camping” Ordinance passed at the recent City Council meeting which limits the number of campers or tents per square footage.

9. Roundtable check-in/next agenda suggestions, all: Economic Development Strategic Plan updates by Micah Hinkle, Present Draft of BID Annual Report and Budget

10. Adjourned: 11:03am

*action items