

BID Board Meeting Minutes

Thursday, October 19, 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, 10:03a

Attended: Terrance Thornton, Amy Bullock, Adam Dawson, Tobi Lessem, Kelly Phu, Morgan Schaffler

BID Staff: Sarah Tipple

Committee Members & Guests: Josh Townsend, San Rafael Chamber of Commerce, Meg Reilly, DSRAD

City of San Rafael: Micah Hinkle

Absent: Bishlam Bullock, Erika Bowker, Jed Greene, Joe McCallum, Jeff Brusati

2. Approval of September Minutes*:

motion Morgan Schaffler **2nd** Amy Bullock

all members present approved

3. President's Report, Terrance Thornton – We have been focusing on the BID's holiday plans and submitted a proposal to Micah for the small marketplace event on Shop Small on Saturday, November 25th. It will be like last year with the marketplace, fake snow machine, food trucks, kids activities, and entertainment from Lincoln to Lootens. Luckily we are able to hire Mimi the Party Queen to help coordinate a tree lighting, more activities from Lootens to A Street, and assist with day of support. We would also like to have the lighted car cruise again, but there is concern about the lighted cars at night and safety. With more staff and volunteers we could make it work, the city is waiting for us to tell them what we can do. We are also hoping to finalize details for a tree-lighting ceremony, which has been approved by the city, they are just waiting for logistics from us. We will schedule a logistics planning meeting next week and know more about the cost, logistics, etc. We are also hoping to help Chabad of Marin coordinate a Menorah lighting in the Plaza, Sunday, Dec 10th.

4. Executive Director's Report, Sarah Tipple – Hops & Vines update: Although attendance was about 100 less than last year, we were still able to have a net income of almost \$4500. Last year we netted about \$4600 and in 2019 there was a net loss of about \$5k because the BID hired and outside event producer. Huge shout out to Terrance for his support helping Sarah to finalize all the details the day before the event. Sarah, Terrace, and Josh are working on the Annual Report and Budget. Sarah was working with Kara from the City on a plan to get hanging flowers. Kara completed a very informative packet to include cost and logistics by researching how other close by cities produce their hanging flower program. There is about \$15k in DSRAD money that the BID can use to help with beautification with an art focus this year. Tobi, Terrance, and Sarah will meet to

discuss a few options and bring them back to the group next month. Some business news updates: A bar-cade is potentially moving next to Crepevine. Arizmendi is planning on moving next to that location. The Fenix has opened an under-20-night club with the potential to be over 21. Fox and the Kit filed for an ABC license. Viva Diva moved out and a new Pilates place is planning on moving in. We have potential New BID Board members - need to know the new protocol now that we are under the Chamber. Micah to clarify. This month's event includes Trick or Treat on 4th Street Saturday, October 28th. Car Procession on Saturday, October 21st. Our BID Holiday mixer will most likely be at Groundfloor and we have leftover beer/wine from Hops. Details coming soon.

6. DSRAD Updates: Morgan, Elisabeth, Meg – DSRAD money has been allocated to the BID by way of the grant that was funded. Tobi, Sarah, and Terrance will meet to decide how to apply those funds in a way that is arts-focused and benefits the downtown community and present some options at next month's meeting. Morgan mentioned that the Art Launch event went well, was very celebratory, and was nice to have the community out in the streets and together. Max, the BID videographer, was there to capture the event moments. DSRAD has a 2 hour Strategic Plan meeting today and one key item for discussion will be the search for a new Executive Director. Also, they may discuss turning the Art Launch into an annual fundraiser or a flagship event that is paired with the BID for future years.

City Updates: Micah - The new AI tool has been purchased by the city which uses cell phone data to capture data on demographics and who is attending the events. It shows us unique visitations and tracks how long people stayed, and where they came from. The Economic Department has a new staff member, Stacey Laumann. She will be our new main contact with the City and provide support to the BID and DSRAD. At our Annual Meeting, Micah discussed the transition to a property-based improvement district. What do we want, what do the boundaries of downtown look like and how can we expand them so that the financial impact is bigger? What level of support will property owners give vs business owners? They have a survey planned to ask many of these questions. They are hiring a consultant to help move this effort forward. Start thinking about what we can do to Downtown if we have more money. Safety, cleanliness, revive downtown. This is an exciting time for the Advisory Board. The City Council Approval of the BID Levy Assessment will be in December.

The Streetary program was on hold with the departure of Victoria. The City is working with DPW. There was pushback on paying the fees. They are holding off on requesting payments until they can take a good look at the fee cost and structure. It will also help to look at more permanent outdoor dining like bump out, the investment could be worth it in the long run. This is in alignment with the 2040 Strategic Plan in the "street activation" effort. This conversation is meant to be continued and Micah is in conversation with the Mayor and city council and economic development team.

8. Roundtable check in/Suggestions: Josh Townsend of the Chamber of Commerce shared that Karen Strolia, formerly with the Downtown Streets Team and other organizations, is the new CEO of the Chamber of Commerce. Next Wednesday is the SR Chamber's Women of Leadership Luncheon to honor the new members and all are invited to attend.

Adjourned 11:05am*action items