

BID Board Meeting Minutes

Thursday, September 21, 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, 10:04a

Attended: Terrance Thornton, Amy Bullock, Adam Dawson, Elisabeth Setten, Erika Bowker, Jed Greene, Jeff Brusati, Tobi Lessem, Joe McCallum, Kelly Phu

BID Staff: Sarah Tipple

Committee Members & Guests: Joanne Webster, San Rafael Chamber of Commerce

City of San Rafael: Micah Hinkle

Absent: Bishlam Bullock, Morgan Schauffler

2. Approval of July Minutes*:

motion Jeff Brusati **2nd** Tobi Lessem

all members present approved

3. President's Report, Terrance Thornton – The City has been in contact with us about plans for the holidays. The BID is hoping that the City could contract with an outside organization to do a bigger holiday event like pre-pandemic or the BID volunteer event committee can do the Shop Small Holiday Marketplace and Lighted Car Cruise again. We are finalizing the scope and details of this proposal. We are still in the planning stage to see what the volunteer committee can do again this year, looking into potentially hiring a day-of coordinator since Sarah has another event that day in Petaluma again this year. Once approved, everyone will receive an email update.

4. Executive Director's Report, Sarah Tipple – On Friday, September 8th we coordinated a mulching project in Downtown. It was called the Intersection Mulching Beautification Project Phase 2. The idea to do Phase 2 came after the Clean & Green Day event on Earth Day and seeing how nice the intersections looked with minimal staff and funds, which we are short on. City Staff (Kara), DPW staff, the Volunteer of the Year (Tom), and BID Board Member (Tobi) were the volunteers who supported these efforts. They weeded and mulched for 2 hours. Jeff Brusati requested mulch from the City to do his intersection. Sarah will upload the before and after photos on our news page. The Downtown Eats Passport Program had 10 businesses sign up, and approximately 100 people participated. The hope was about 300, but the feedback from the businesses that signed up was that they loved that it brought people INTO the businesses and to do this promotion again next year. A huge shout out to Terrance who participated in the program to provide feedback on how we can improve it for next year. The Annual Meeting and Fall Mixer at the AC Marriott Rooftop has a high RSVP rate,

last year only half RSVPs showed up.

5. Annual Report & Proposed 2024 Work Plan and Budget for feedback, Joanne & Sarah – The hope is the 75 registered people who want to attend the annual meeting will give feedback to help develop the report and decide where to put funding. This can help us understand where we want to put the very limited but precious resources. With this information, we can develop the draft plan and create a roadmap. It's easy to get pulled in a lot of different directions, but we need to make sure we reach a lot of people and have the data and ROI to determine what is useful. Suggested that Sarah keep an eye out for future board members to give new opportunities for leadership roles and make sure there is equal representation. Does the process remain the same: fill out prospective applications, determine why they want to join, and remember that it is an advisory board so all are welcome so long as they are in the district? Micah added that it is an appointed board, so member selection is important. Does our board need to swap back to in-person meetings? There was a discussion about who can be board members and any conflicts of interest. Erika mentioned that, as the social media person, she is unsure if she can continue in this role. Sarah will send an email to everyone about whether they want to continue in any certain capacity. Joanne said that there can be more strategizing in who is asked to be on the board to fill out the board in a more inclusive way.

6. Events Committee updates - Amy, Terrance, Sarah, Kelly – The 3rd Annual Hops & Vines Stroll is coming up on Sept 30th. The 1st was in 2019 produced by an event company and there was a net loss to the BID. Last year, there was roughly \$4,000 net profit to the BID and this year is projected to be almost \$5,000 if ticket numbers are the same as last year. There are 20 businesses that signed up and ABC rules have changed now only requiring to pay for one permit for the event rather than for each biz. Another new requirement includes a permission slip from each property owner which is very time-consuming to collect. We are still looking for 2 wineries to join. We were going to have a Cable Car but had difficulty finding sponsors, affordability, and availability. An alternative was an SUV stretch limo - \$900/4 hours. Elisabeth suggested that it perhaps be rebranded for an “art and wine” event in the future and receive financial support from DSRAD. Trick-or-treat on 4th Street is coming up on Sat Oct 28. The Dia De Los Muertos Car Procession will be on Sat Oct 21. The West End Culture Crawl is on Sat Oct 14th and is produced by Joel with Rebound Bookstore. The BID supports this event with promotion, marketing, and entertainment funds. The last Dining Under the Lights and West End Block Party will be on Fri, Oct 13. The Mill Valley Film Festival closing night party is sponsored by DSRAD and will be in downtown San Rafael on Oct 15. All of these events are listed on our BID website.

7. DSRAD Updates: Elizabeth – DSRAD has been meeting monthly and working hard on creating a strategic plan and roadmap. To celebrate the grant money received and to show off our district, the group is having a Launch Party on Friday, Oct 13 during DUTL and the 2nd Friday Art Walk. There is a creative arts lens that is being brought forward for the downtown. There is funding for the BID through the arts grant. It is about working in collaboration, not just serving the stakeholders. Micah with the City of San Rafael and Sarah with the BID will be included in the inner circle of requesting funds, developing events, and folding into creative arts in the downtown area.

Adjourned 11:02am*action items