

BID Advisory Board Meeting Minutes

Thursday, January 18, 2024, 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, Tobi Lessem, Morgan Schauffler, Joe McCallum, Jeff Brusati

BID Staff: Sarah Tipple

Committee Members & Guests: Meg Reilly- DSRAD, Rick Lewis – May Madness, Jamie Ortiz – May Madness, Jay Yinger – Yinger Studios potential new board member, Valon Grajqevci – Tam Commons & potential new board member

San Rafael Chamber: Karen Strolia

City of San Rafael: Micah Hinkle, Stacey Laumann

Absent: Bishlam Bullock, Kelly Phu

2. Approval of November Minutes*:

motion Adam Dawson **2nd** Amy Bullock

all members present approved November minutes

3. President's Report, Terrance Thornton – Our 2023 signature events were profitable, with a lot of work put in by the BID to make them a success, plus the city's efforts and community engagement. The holiday events were big and showed downtown thrive during these events with the hope that it would pass on to the businesses. The BID and Sarah got a lot of praise at the Dec 4th City Council meeting to renew the BID assessments. Mayor Kate acknowledged how valuable the board is, our social media marketing improvements, and our website updates being an informative tool for business and the community.

4. Executive Director's Report, Sarah Tipple – Sarah has been working with Karen for about a month and it has been incredible to get to know her and work with her. Sarah has been participating in the weekly chamber staff meetings and has been working with the chamber's accountant to finalize a new accounting system. Sarah created a year-end-review link in the newsletter that links to the photo gallery on the website which spotlights events, mixers, and events from 2023 – please use the photos as promo tools and credit Max Clawson - the photographer. She showed photos of special moments from the menorah lighting, tree lighting, and holiday winter wonderland. The Elf Hunt brought over 300 families to our downtown and common feedback was that it was a fun experience and brought exposure to businesses that they otherwise would not have known about. Amy chimed in that the Elf Hunt brought in a bunch of new clients. Coming up programs: FeBREWary – showcasing breweries and taprooms in Downtown and their monthly specials. This is highlighted in the Smart Train promotions. Chinese New Year: a dragon hunt and word scramble challenge - pairing art with a scavenger hunt. Each business will have a painted dragon with a hidden letter. If this goes well, we can start to add more culturally diverse events that last all month and don't involve street closures. Ranch Water is having a ribbon cutting on March 23. Sarah is hoping to add a "things to do", "arts and entertainment", and "nightlife" links to our website to showcase our assets. SR Leadership Institute class project will be art-related, Sarah proposed a sculpture to class –

“art with a mission.” This should encapsulate the SR chamber mission + art. There will be 30 people working on this project. DSRAD funding for downtown SR is percolating on ideas - more window paintings, kinetic bike sculptures (potentially in honor of Jed - getting pricing), rainbow crosswalk, matching funds for downtown businesses who want to do a mural or art installation. These are ideas, nothing in stone, but laying out what 2024 might look like in terms of upcoming projects. Jaime added that when revamping the website, we have a partnership with the city of SR and chamber, we have a “toolkit” for a link about safety. For example, parking services. Sarah mentioned it is on the website under “Member info”. It can be edited if it needs to be more easily found. Also added comment about Jed Greene - potentially renaming the April 22/Downtown cleanup to be named after him. Micah - the business resource list, Stacey is working on updating it. Also working on a “rebranding” and will have the approach updated soon. The city relaunched the 311 option for safety for residents and businesses. Needs better advertising and “how to use it”.

5. DSRAD Updates- Morgan, Meg - DSRAD met for their 2nd strategic plan last Friday. It was productive. They are moving forward exploring 501(c)(3) - a standalone entity. Working on this to have it completed in summer 2024. Hiring a development person to help them use the grant - goes until June 2025 - so they need to find long-term funding. There have been shifts in CA budget - and CA Arts Council - it is not a guarantee. Wants it to continue beyond the current 6-person committee so that it becomes an arts destination. Public art projects and creative placemaking are meant to help them build a case for why they should be supported going forward and why it should be expanded to more organizations. DSRAD meeting next month to go over the funding proposals. They are trying to get more programming under their belts to show and share with potential funders. Common view for visually branding downtown as an arts destination - focus on “visual” - looking at public art as a wayfinder to bring people into downtown. Jamie asked: are the 5 original entities applied, still involved with DSRAD - CAFLM, City of SR, AWD, BID, and YIA? Morgan said: Yes they are all still involved plus the Marin Society of Artists. The fiscal sponsor is the City. They are looking to be the advisory committee to more organizations. These are the only 6 written into the grant, but with the Chamber taking over the BID, it might involve the Chamber as well. Stay tuned for bringing in more community organizations.

6. Events Committee updates - May Madness - Rick, Jaime: May Madness will be held Sat, May 11, 2024. Amazing turnout last year, started out with rain but there was a good crowd. Participation from the BID Board was wonderful and we hope to build upon that success this year and help put it together. It is a large event with thousands of people from Lincoln to D street - with over 250 cars. Music, food, and lots of people enjoying shops and restaurants. The restaurants are packed all day. The merchants get exposure to their storefronts. Jamie thanked Rick for keeping the event alive for its 34th annual event. When the BID chose not to do it, Rick kept it alive. It is profitable and it should be used for beautification, as the only financial goal with it. It is an inclusive event – city of SR, chamber, BID - one team/one community. Ghillotti anniversary - 1914 - 2024 we are inviting them to show one of their old trucks. Sarah will share the volunteer sign-up link - can't do it without BID support. Last year raised \$18,000 net for the event last year.

Micah added that last May Madness was run by a lot of hard work and volunteer work. With the chamber partnership - he wants to figure out how to do it better and bring the right resources since it is San Rafael's signature event. Insurance, tools, operations, and how it will function going forward. Rick said that the city has been a great partner and looks forward to the continued partnership. Jamie added that the reason for it being so profitable is there is no event planner, Rick donates his time.

7. City Updates - Micah Hinkle/Stacey Laumann - Micah: BID assessment for 2024 was approved - thank you to the council for their efforts. 2024 is going to be busy. Nuts and bolts: moving forward with BID appointments to council with a couple of open seats, the recommendations will head to council Feb 5. Those who are here will recommend a reappointment. The other factor is the BID and Chamber partnership - boundaries, resources, RFP for a consultant (city paying) - for PBID - is there feasibility. We need to understand the boundaries and what resources are needed. Working with Karen and Sarah for engagement and whether there is interest to pursue it. One other thing that needs to be done is educate: what is PBID, what's its difference, value, costs. The key is that it is a tool to meet the needs that have been identified. February BID will meet in person because this is a state program, it is subject to the CA Brown Act.

8. Chamber Updates - Karen Strolia - She is new and on a steep learning curve asking all the people who have been involved before her for feedback and suggestions. What has worked, and what can be enhanced? There is this new partnership that is evolving and wants to be sure that all the input over the years that those voices are in the conversation. There's a concentric space - beautification and lifting up downtown - and she is excited to work in those areas. Any suggestions are highly welcomed.

9. Roundtable check-in/next agenda suggestions, all - none

Adjourned 11:01am

*action items