

BID Board Meeting Minutes

Thursday, November 16, 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, Tobi Lessem, Kelly Phu, Morgan Schauffler

BID Staff: Sarah Tipple

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

City of San Rafael: Micah Hinkle, Stacey Laumen

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

2. Approval of October Minutes*:

motion Adam Dawson **2nd** Amy Bullock

all members present approved October minutes

3. President's Report, Terrance Thornton – A moment of reflection and silence in honor of our lost teammate, Jed.

Terrance gave updates on DSRAD beautification funding project and window painting for holidays: looking to paint businesses starting at the vacant buildings along 4th street. The benefit of this beautification project is that we don't need inside access. We are waiting for a response for 851 4th Street (previous location of Nimble). Also, 874 4th Street (Crafting business used to be), waiting on responses. City regulation is that the window can't be more than 25% of the space - even temporary images/words. Sarah added that a big portion of this program is to use DSRAD/BID funds to paint vacant buildings as part of beautification and arts-focused work. Josh works with the Goldstone real estate group and has the 4 vacant buildings across from the plaza. He has confirmed that we can paint the windows for the holidays. Sarah will send a request with a draft image via email for approval. Also, we're looking at 1001 4th Street - empty storefront. Sign ordinances have been in place since the 1970s, but creating change for this is not a top priority for the city at this moment.

4. Executive Director's Report, Sarah Tipple – We are looking to do something nice in memory of Jed, please email ideas. Phase 2 of the mulching project in Sept went well. With minimal funding, we created some substantial improvements. Alex, a new staff member with the city, has reached out and wants to partner with the BID on our mulching project. In December we will continue this work for Phase 3.

Weeding, mulching, and doing some basic landscaping create lovely Downtown beautification. We are looking for more volunteers. The 2nd Annual Elf Hunt is underway - 26 businesses signed up. The map is sent to the printer and will get dispersed at our holiday event. The benefit of this program is to get people into the businesses without closing the street and/or blocking areas off. It is for families and it generates great conversation and creates a pull for customers to enter businesses they have never patronized. Sarah is looking for more gift card donations. Lotus, Salon B – offered to donate. Adam - Mike's Bikes will be the drop-off and gift sponsor. Amy is going to ask around for local businesses. Micah is going to sponsor \$1,000 to support this program. Sarah is part of this year's SR Chamber Leadership Class. They come up with a class project idea that needs to be completed by next June. It needs to be in alignment with the Chamber's goals: homelessness, beautification, and economic vitality. A few ideas brought up at the last meeting was to beautify the Streateries, and downtown art/sculptures that benefit homeless programs. Please email Sarah if there are any additional ideas you would like her to share. The Annual Holiday Mixer is December 11th at Groundfloor - it is on our BID website. Tobi and Kelly will help Sarah plan the Mixer.

5. Annual Report & Budget 2023-2024- Sarah* - Net profit of \$19,000 in 2023 – Sarah finalized the budget and Josh made the final edits. The budget shows where we will be spending finances and resources for 2024. This year we are managing the Winter Wonderland event on the Saturday after Thanksgiving. One edit/suggestion is that Sarah recommends that the City contracts an outside producer with full-time staff for 2024, since it is challenging to accomplish everything with the BID's part-time staff and volunteers.

motion Adam Dawson **2nd** Amy Bullock

all members present approved the Annual Report & Budget*

6. Holiday Events Committee updates - Amy, Terrance, Sarah, Kelly – The event planning for the holidays is in full swing. We finalized the event website, poster, permits, insurance, ads, jumpies, layout, etc. We could use some more exhibitors and food vendors if anyone wants to send them the invitation. We need more entertainment at A Street & Lincoln Ave - Morgan suggested reaching out to Porch Fest artists. The Tree-Lighting planning is coming along, Mimi has been great to work with on this project. DC Electric and Ghilotti both said “no” to lighting the existing tree that had been lit for the last 20+ years due to high equipment rental costs, difficulty reaching it, and low impact of the lighting. We decided to bring in a 20ft Pronzini Tree, the logistics are complicated, but Mimi is working with Pronzini. Stacey has been in the loop and updating the city. The holiday parade not happening this year, we don't have the staff to produce it safely, might consider doing it next year if more staff help.

7. DSRAD Updates - Morgan, Meg – The DSRAD group continues to meet monthly. Currently they are meeting with a strategic planner who is interviewing the group and helping come up with a sustainable plan. They are finalizing Community listening group lists to get a more broad picture of what we can accomplish, what is needed, and what people want. Bringing people downtown, welcoming them into the arts, and revitalizing Downtown. The long-term goals include focusing on funding so they can expand the programming and continue this vision. They are working on projects that have been approved through

the end of 2024. There are exciting opportunities on the horizon, but it can be challenging due to being all volunteer-led. They have been creating advocacy with other arts organizations within the district to get ideas and goals before the grant sunsets.

8. City Updates - Micah Hinkle/Stacey Laumann - PBID vs BBID - working to explain the services, approaches, and what we need for the Downtown. At the Annual Meeting and Mixer Micah asked for the community to consider the boundaries of the downtown and what services should be happening. Street cleaning, ambassadors, etc to drive the budget. Establishing boundaries and a vision of services is critical to build the budget and plan in tandem. For the BID, his goal is to bring in a consultant to have a real education process on how to proceed. Josh, the new Chamber President, and Sarah will brainstorm on the process and approach.

9. Roundtable check-in/next agenda suggestions, all

Adjourned 10:57am

*action items