

# BID Advisory Board Meeting Minutes

Thursday, April 18, 2024, 10-11 AM

San Rafael Chamber Conference Room  
817 Mission Ave, San Rafael, CA 94901

## 1. Call to Order/Roll Call/Welcome Guests

Called to order 10:06a

**Attended:** Terrance Thornton, Amy Bullock, Adam Dawson, Morgan Schaufli, Jeff Brusati, Jay Yinger

**BID Staff:** Sarah Tipple

**San Rafael Chamber:** Karen Strolia

**City of San Rafael:** Stacey Laumann

**Guests:** Carol Pronzini, MSA

**Absent:** Bishlam Bullock, Kelly Phu, Valon Grajqevci, Tobi Lessem

## 2. Approval of Minutes\*:

February:     **Motion:** Adam             **2<sup>nd</sup>:** Jeff

March:         **Motion:** Jeff             **2<sup>nd</sup>:** Adam

**All members present approved February and March minutes**

**3. President's Report, Terrance Thornton** – Preparing for taxes; hopeful to get everything completed by the end of the month. There was a bill from 2016 for taxes. Terrance reached out to Bridgewater who shared it might be from filing late. Jed was adamant we didn't need to pay it and said he was going to do something to have it wiped out. Just going to pay it.

**4. Director's Report, Sarah Tipple** – Been busy focusing on May Madness. Landed a \$5K sponsor from IndiGO. Posters and postcards are ready to go out for distribution. Bars and restaurants love this event – it's the busiest day of the year. Retail/salons aren't stoked because it closes the street. Earth Day event on Monday – BID coordinating with the city to make it happen. Jaime is setting up the BID pop-up event, Terrance is managing graffiti removal, DPW managing mulching, and Tom managing pole sticker removal. San Rafael Leadership class updates: the class project is painting 6 utility boxes throughout the city of San Rafael, called "Art with a Purpose". A couple of tweaks are needed, but it has been approved by the new Public art Review Board. Submitted proposal to the City for the West End Block Party. Approved for 8 Fridays starting in August. This is a community event, not just benefitting one or two businesses. Submitted proposal to City for Dancing Under the Lights and Pride Art Aalk, still waiting for feedback on both.

**5. DSRAD Committee - Sarah, Morgan, Carol, Stacey** – Grant ends in June 2025. We're pretty slow to spend funds. Trying to work through what the strategic objectives are for the future. Several proposals are coming forward today at the meeting. Last month, the proposals from the BID were approved. Rainbow crosswalk across from A by the theater. There's a lot of process to get this done (i.e., city council meeting). Matching funds for businesses to submit proposals for what they would want to do to their

businesses with specific criteria based on the grant requirements. Cannot be something that promotes a business. Anything on public property needs to go through the Art Review Board. This funding is required to be on public property.

**6. City Updates, Stacey Laumann** – Stacey has been contacting brokers of vacant storefront owners to connect artists with vacant storefronts so we can have art in the windows. Getting traction now. Several arts orgs are ready to show art, Stacey just needs to close the loop by bringing the owners/artists. Working on DSRAD on a commissioned piece. In February, there were 22 vacancies between Mike's bikes and D Street – 4<sup>th</sup> Street only, ground floor only. Getting art in those buildings would be awesome.

**7. Chamber Updates, Karen Strolia** – Homelessness ordinance update. Lynn Murphy joining the Chamber for the monthly Chamber Morning Program to talk with local membership; the invite is extended to the BID Advisory Board Team.

**8. Roundtable check-in/next agenda suggestions, all** – Beautification Committee Volunteers: We have a DSRAD, Events committee. Is this something that this group would like? Sarah T will connect with Tobi who showed interest. Two kinds of beautification: Colorful & Safety

**Adjourned 11:00am**

\*action items