

BID Advisory Board Meeting Minutes

Thursday, November 21, 2024, 10-11 AM

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

1. Call to Order/Roll Call 10:08AM

Attended: Terrance Thornton, Jay Yinger, Morgan Schauffler, Valon Grajqevci, Adam Dawson

Staff: Sarah Tipple

City of San Rafael: Stacey Laumann

Guests: Carol Ponzio - MSA

Absent: Kelly Phu, Jeff Brusati, Tobi Lessem, Karen Strolia

2. Approval of October Minutes*

motion Jay Yinger **2nd** Morgan Schauffler

all members present approved minutes

3. President's Report - Terrance – METTA Yoga moving to 4th & Cijos. 40 feet of window space. Having issues with PG&E, and Sarah connected them with Stacey. Building code issues. Maybe reach out to them re: matching grant for mural. Our BID assessments were \$5,000 more than last year. We will have a meeting to discuss suggestions to spend the surplus, specifically in beautification, cleanliness and safety. Email Sarah with ideas or to join the conversation. Trick or Treat on 4th Street was successful/busy, great seeing Downtown filled with vibrancy and families. Terrance shared that he went through \$200 in candy.

4. Director's Report - Sarah – Sarah added a Homelessness resource page to our DowntownSanRafael.org website. Recommend people sign up to participate in the city's *Homelessness Solutions Working Group*. The BID Board is not a homelessness solutions group. The annual BID Holiday Party will be at Studio Fourth Street, date TBD, will follow up with an email. The 34th Annual Holiday of Lights & Winter Wonderland Event is coming along, but needs more financial support. Sponsorships are down, did not hear back from Heffernan or Seagate Prime Real Estate who supported the event and tree lighting the last 2 years. The event will happen rain or shine. By having a SRHOL event producer this year, Sarah is able to spend more time on advertising to support shop small holiday ads, there is a full-page ad Holiday gift guide in IJ. Send over ideas on how to remind folks to shop small rather than giving Christmas to Amazon. Sarah is researching what other downtowns are doing for inspiration. The 3rd Annual Elf Hunt production is going great, we have 36 participating businesses, which actually may be too many for folks, but we will see and make adjustments for next year. Event ads are communicating with communities around San Rafael, make sure to include neighborhood associations, Federation of San Rafael neighborhoods. The Press releases are sent to all magazine and newspapers. The 3rd Annual Menorah Lighting is on Sunday, December 29, 2024. The 3rd Annual Lunar New Year Scavenger Hunt is January 18-February 9, the Lunar New Year Date: January 29, 2024. Stay tuned for details on how to participate. No December BID Board meeting, there will be a holiday mixer in December.

5. Beautification Committee - Jay – Not a lot of movement with the Pilar Painting Project under the Freeway. Jay has been running into issues with CalTrans. He's now in communication with their

encroachment department and needs help talking to someone higher-up in the organization to get their approval to move forward with this beautification project. How can we make San Rafael more appealing? SRPD doesn't have staff resources to address homelessness. There is a lawsuit preventing SR from doing anything about homelessness and they can't move someone from sleeping on private property. But property and business owners can sign up for "Do Not Trespass", check out the homelessness resource page on our homepage on how to do that. The City's Homelessness Solutions Working Group is a great place to learn about these questions and issues. Jay and Valon could join that group and report back at our next BID Board Meeting.

6. City Updates - Stacey – City Council had the 1st BID Levee hearing last Monday night; the 2nd Hearing on December 16th will include the reading of our annual report and budget. Stacey shared info about the incoming Northgate project and that it would bring a lot of new housing. Join the City's Economic Development subcommittee meeting on Wednesday, December 11 at 9:00 or 9:30 at City Hall, to learn more about the exciting City Development Pipeline. A lot of new development is coming in downtown that will change the skyline of SR. The density of housing will change and tall buildings are being proposed. There is also a cannabis tax reduction request. CBID updates: since the 1st community meeting on September 30, 2024, it was decided to slow the process down and get more input by the business community. We should be specific about what we want to achieve. A lot of it exists already in the Master plan - 2040 General Plan, the Downtown Precise plan, and the Zoning and land use plan. What types of things will make San Rafael vibrant? Homelessness vs. cleanliness and safety. Property owners need to have more appealing reasons to pay more money to make CBID successful. The property owners at the 9/30 meeting didn't seem to see the "big picture." Need to make sure there is buy in from property owners or it won't go through. Could we have City intervene for large vacant properties? The next meeting is scheduled at 12:00 on December 4, 2024 with the BID Board, other business owners, and the consultant. It was recommended how important it is to have the expert be available with all of us

7. SR Chamber Updates - Karen – absent

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

9. Adjourn 11:05AM

**action items*