

BID Board Meeting Minutes

Thursday, June 15, 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 at 10:04am

Attended: Tobi Lessem, Morgan Schaufler, Erika Bowker, Jed Greene, Adam Dawson, Ryan Spencer, Jeff Brusati, Terrance Thornton

BID Staff: Sarah Tipple

Committee Members & Guests: - Adam Violante- West End Block Party, Joanne Webster – SR Chamber

Absent: Bishlam Bullock, Amy Bullock, Elisabeth Setton, Kelly Phu, Meg Reilly- DSRAD

2. Approval of May Minutes*:

motion Jeff Brusati **2nd**, Morgan Schaufler all members present **approved**

3. President's Report, Terrance Thornton – Terrance gave updates on beautification projects and noted that it has been challenging getting in touch with property owners to complete this project. But many empty storefronts have been shown to potential new tenants, so that is promising. He will investigate the Knimble storefront next.

4. DSRAD Updates, Morgan Schaufler, Elisabeth Setten, Meg Reilly – Morgan brought up questions about the DSRAD Grant being affected by the dissolution of the BID Corps because it is listed in the Grant request as a partner. Perhaps add an addendum to the grant? Morgan will reach out to Amy with CAC to get a clear answer before we vote. The BID Corps dissolving could be a red flag to CAC, and we do not want to risk losing the grant funds. She will confirm with Micah as well. Hopefully, the BID would still be part of the DSRAD and grant in decision-making, the city would hold the funds, and the BID would still make recommendations as normal. DSRAD is meeting with Micah on the 27th. Should get more clarification about this and will be discussing that and the desire to form a 501(c)(3).

5. Vote/Discussion for the Dissolution of BID Corporation, Terrance – Jed mentioned the date we vote to dissolve the BID Corp doesn't matter as long as it's done by the end of the year to avoid extra costs. The Bid Corp is a 501(c)(6), the BID advisory board is not a corporate entity. Question: why wouldn't we keep the BID non-profit still running if it is meant to be a 2-year transition? Joanne shared that the BID funds aren't sustainable so it's an opportunity to create a more permanent funding stream. Options include a possible occupancy tax or a different model of assessment fees for property owners (PBID). It was a requirement of the city to do an independent review of financing, but they haven't been reviewed yet. The BID has been running in the red for a couple of years due to fewer assessments coming in. Morgan asked about the difference in the cost to continue versus the cost to dissolve because it may not make

sense to fully dissolve if after two years we decide to reinstate and that could cost more. Jeff reminded us that the City was very clear that if the BID doesn't dissolve, we will not have access to any funding at all.

There was a motion to postpone the vote to next month since there are still unanswered questions. At that meeting we will need to have separate meetings: start as BID Corp, vote to dissolve, close the meeting, then start another meeting as the BID Advisory Board.

6. Executive Director's Report, Sarah Tipple – The weeding and mulching of the intersections at the Earth Day Clean and Green Day in April had the most positive impact on Downtown's beautification efforts, so Sarah wants to coordinate Phase 2 of the Intersection Beautification Project. The date of Phase 2 mulching is TBD. The volunteers also really enjoyed it, and Tobi is going to help take the lead. The Downtown San Rafael Pacifics BID mixer is coming up on June 29. This partnership is a way to showcase downtown assets and get game attendees into our Downtown Businesses. In between innings, raffle tickets will be pulled, and winners will receive gift cards to Downtown businesses. Looking for 10 prizes donated. The 1st annual Downtown Eats Passport Program will be launched in August, which is a slow month for restaurants. This idea came from a Downtown Restaurant and Sarah has done some research on how other passport programs work to come up with an easy and fun way to execute this. It will also be self-funded as there will be a small fee to get listed on the passport.

7. Events Committee updates, Amy, Terrance, Sarah, Ryan, Kelly – The Thursday night farmers market is back and building momentum. Ryan is going to start up a beer garden, but the ABC rules changed some permit requirements, so it's stalled. The Kickoff 2nd Fridays Dining Under the Lights took place last week. T&B sponsored the jumpy and attracted lots of families. Moving it from weekly to monthly helped strengthen the event. Creating a theme for each event has been fun. The ABC permit filed in 2020 for DUTL gave the businesses the opportunity to serve alcohol in the street. Sarah confirmed with ABC that this covid expansion permit is valid through February 2024. After then, ABC says each individual biz would have to apply for permanent expansion in the street. Rock the Block in Novato is an example of what could work next year for DUTL: the BID would pull a special event abc permit, get beverages donated, invite vendors, build a stage, and book the music. This could be once or twice during the summer. Family-friendly activities downtown are constantly being requested in Downtown.

Sarah shared that the May Madness budget is complete. All income numbers are up since 2022, including beverages, exhibitors, car registrations, t-shirts, general sponsorship, etc. Income is up from \$25k to \$33k. We couldn't have done it without the board's help with staff and sponsorship. The event's net income is up from \$10k to \$18k, which gives the BID about \$9k in fundraising revenue.

8. West End Block Party, Guest, Adam Violante – Adam from the Pint Size gave updates about the status of the West End Block Party. He met with Sarah, Micah, and Victoria in February, and there has been a delay in the event permit process because of the noise complaints from the neighbors. From 2020-2022 it was a BID event (insurance, street closures, marketing). Adam coordinated the entertainment and set up the beverage garden. The community is reaching out to him daily about when it is going to start. Because of the noise complaints, the city needed to do a more extensive permitting process and conduct a survey of neighbors that live within 300 feet of the West End. That survey went out in May. 800 people responded and the results showed that although there are issues that need to be solved, the community really needs and wants this event to continue. But there is some discussion that needs to be had with who owns the event. Adam updated the proposed dates to be from twice a week to once a week. It should be going to City Council in July.

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

10. Adjourned: 11:06am

*action items