

BID Advisory Board Meeting Minutes

Thursday, August 21, 2025, 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, Adam Dawson, Tobi Lessem, Katherine Erilla, Jeff Brusati, Jay Yinger, Morgan Schaufler

BID Staff: Sarah Tipple

Chamber Staff: Karen Strolia

City Staff: Stacey Laumann

SR Chamber Board Members: Beau Blanchard, Andrea Henderson

Absent: Valon Grajqevci, Crystal Vargas, Temple Schauble, Carol Ponzio – MSA

2. Approval of June Minutes* (no July meeting)

motion Jeff Brusati **2nd** Adam Dawson

all members present approved minutes

3. President's Report, Terrance – BID Status: Terrance discussed the hiring of the attorney he met with by the next meeting to assist with the dissolution. He noted the need to update the filing with the Secretary of State, specifically to add current agents and officers. He is seeking clarity from Micah, on whether this update is necessary. Karen referenced an earlier email from Micah advising to keep the filing as is. Confusion since Jed is still listed on that paperwork, awaiting confirmation from the lawyer. There is ongoing uncertainty about whether the BID advisory board has voting power now that it operates under the Chamber. Karen is awaiting clarification from Rob Epstein on other governance details and will report back at next meeting. **Parking Update:** While some ideas have been discussed, the City has indicated they will provide an update at the end of the fiscal year (beginning July 1). Current discussions include extending parking to a 3-hour limit, but the potential impacts are still under review. The board will also request promotional material from ParkMobile to distribute.

4. Director's Report, Sarah – Dancing Under the Lights: The event was well-received by the community. Although only one night and one block, it had a significant impact. Photos have been added to the website, they look awesome. The event netted roughly \$2,000 this year (pending invoices and sponsor payments are still outstanding). With the event now established, future focus will be on increasing income and reducing expenses. This event was developed to revitalize momentum after Dining Under the Lights had lost it's luster. **Hops & Vines Stroll:** The next event will highlight and support local businesses by placing destinations directly inside participating businesses, encouraging patrons to engage with them. The event typically nets about \$4,000. Originally scheduled for September 6, the date has been moved to September 27 to avoid conflict with the Larkspur Wine Stroll. **Block Captain Program:** A new block captain distribution map has been prepared. The board briefly reviewed it during the meeting, but assignments still need to be finalized. Sarah emphasized the importance of BID members taking responsibility for their blocks, as she cannot always complete the entire route herself, sometimes takes 6 hours. Current commitments include Jeff (Block 5), Beau (Block 3), Terrance (Block 2), Adam (Block 1). Block 4 remains unassigned. **Mulching Project:** Sarah updated the group on discussions with DPW and a landscaper regarding improvements to intersection planters. Metal bands to hold mulch in place were not feasible

due to trip hazards. An alternative could be shaving down exposed roots. For now, Adam and Tobi will continue quarterly mulching. Utility Box Art Program: Sarah shared a proposal to request \$10,000 from the Arts District to establish a permanent utility box art program, including a formal process and dedicated landing page on the BID website. This BID initiative is modeled on successful programs in other cities and will be brought forward to the DSRAD next month. Annual Report/Budget: The Annual Report and Budget will be presented at the Annual Mixer in September. It will highlight the year's accomplishments, outline upcoming goals, and include the current and projected budgets. BID members are encouraged to review and contribute to the report.

5. May Madness Fundraising Dollars – Beautification - The event netted \$25,000. The BID will receive half of this (\$12,500), which will go directly into the BID account for beautification and cleanliness (since art-related projects are supported through DSRAD funds) projects. The other half goes to Rick Lewis to support local non-profits and beautification projects. Some of this year's fundraising dollars went to the Next Step program, which works with local youth. A subcommittee will review the ideas collected and come back at the next meeting with organized ideas. Ideas under consideration are establishing a matching grant program (\$500–\$2,000) to support businesses with their improvement efforts, intersection beautification, plaza lighting, and more.

Powerwashing was a big topic today. DPW is managing the program on the backend through SeeClickFix (linked at the bottom of BID newsletters). Was on schedule but now isn't due to funding. Old schedule, one intersection per month. At this time, there is no budget to expand powerwashing, though additional solutions may need to be explored. Jeff reviewed his printed list of beautification ideas and emphasized the need for City involvement, as many issues relate to overall appearance. He urged the board to make clear decisions and take action. Examples included: Tree trimming (could be improved), Tree grates (potential safety/liability hazard), other general maintenance priorities.

Karen reported that the Streets Team is closing in October. Streets Team Enterprises has collapsed, but staff are being relocated to continue providing services in other capacities.

6. Mixer Updates, Adam, Katherine, Jay - Committee met at Yet Wah three weeks ago to brainstorm for the Annual Mixer. Venues Considered: Options discussed included TuTu Lounge, Tam Commons, Pond Farm, and others. Traditionally, the mixer is hosted at a new business to spotlight them. The Hot Italian (the newest downtown business) was suggested, but the group did not go that direction. TuTu Lounge was viewed as a strong candidate due to its connection with ArtWorks Downtown, which could potentially host as a spillover gallery space. Two potential dates were considered, September 16 or September 30. Sarah recommended September 30 to allow more preparation time since we are only 1 month away. Speakers – committee wanted Econ Devel of Petaluma, since Petaluma is thriving, but they didn't hear back from her. Karen recommended the County Econ manager. Sarah will update the website, invitation, and RSVP. Mixer committee to work on getting more people to attend.

7. City and DSRAD Updates, Stacey - Streateries: The City Council adopted a reduction in fees for streateries and is continuing to pursue both new and existing permits. This is intended to promote more outdoor dining. The City is also working on consolidating processes and refining how they liaise with the public on these matters. City Goals & Objectives: The City is preparing to adopt new goals and objectives, many of which focus on beautification, wayfinding, gateways, and public art. Specific focus: landscaping and beautification at the 101 Northbound offramp. This project will take time, as it involves coordination with Caltrans (since some areas are state-owned with restrictions on what can be done). Stacey is personally working on this effort. DSRAD Public Art Program: DSRAD is in the process of delivering a \$250,000 public art program, which includes the installation of five new public art pieces. Timeline: Public

comment period in October will allow the community to review semifinalist proposals online and provide feedback to the artists. Next steps: The jury will select final artists, proposals will go to the review board, and approvals are anticipated by June 2026.

Regarding the beautification list and power washing needs, Stacey encouraged the BID to: Create a priority list (already drafted), Submit a written proposal so she can present it to City Management and DPW for prioritization and potential action.

8. SR Chamber Updates, Karen – Level Up Expo (Job Fair): Scheduled for September 25 at the San Rafael Community Center, hosted in partnership with the Workforce Alliance of the North Bay. Booth space is available for businesses. The event will also include resources for job seekers, such as Bloom, which will provide business attire. Details are available on the Chamber website. Members may contact Karen for more information. Women of Industry Awards: Nominations are now open. The award recognizes dynamic women making significant contributions in their fields, across both nonprofit and for-profit sectors.

9. Round Table Check-In/Next Agenda suggestions, all – none

Adjourn 11:08AM

**action items*