

BID Advisory Board Meeting Minutes

Thursday, September 18, 2025, 10-11 AM

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

1. Call to Order/Roll Call 10:06AM

Attended: Terrance Thornton, Jeff Brusati, Jay Yinger, Morgan Schauffler, Temple Schauble, Crystal Vargas

BID Staff: Sarah Tipple

Chamber Staff: Karen Strolia

City Staff: Stacey Laumann

Guests: Carol Ponzio – MSA

Absent: Valon Grajqevci, Adam Dawson, Tobi Lessem, Katherine Erilla

2. Approval of August Minutes*

motion Jeff Brusati **2nd** Morgan Schauffler

all members present approved minutes

3. President's Report, Terrance – Terrance reported that attorney Anthony Bettencourt has finalized the documentation to dissolve the BID. Terrance has officially signed the dissolution paperwork.

4. Director's Report, Sarah – Sarah shared updates on the upcoming Hops & Vines Stroll. Prior to her leadership, the event had been produced by an outside company, which cost the BID money. In the first year under Sarah's direction, the event generated a profit of \$4,000. Each Board Member is being asked to sell 10 tickets and to use the promo code SRBID for \$5 off. Posters and postcards have been distributed to help promote the event. Participation from businesses increased this year, with 23 businesses signed up compared to 19 last year, thanks in large part to the efforts of the Block Captains.

Under Business News, Sarah reported that three businesses have reached out expressing interest in finding space downtown. She connected them with Stacey from the City's Economic Development Department and the MSBDC. The interested parties include a business from Petaluma looking to expand, LaVier, and a scone shop. Jeff added there are currently 33 vacancies in Downtown San Rafael from Lincoln to H St.

For Holiday Promotions, the Downtown Trick-or-Treat is scheduled for Saturday, October 25, 2025, from 1:00 to 3:00 p.m., the Saturday before Halloween. The BID will continue to assist in promoting the annual Día de los Muertos event. Planning is underway for the 5th Annual Elf Hunt and the Shop Small/Local Promotions. Pre-covid, the Winter Wonderland Holiday Event was produced by an outside event production company and was again last year. Karen met with Cristine regarding that event to see what the City has planned, and while the City is supportive, she does not know what that looks like. The Menorah Lighting will take place on December 21, 2025. Sarah also noted that the BID's Annual Report, which will highlight the 21 promotional programs coordinated this year, will be presented at the Fall Mixer. The report will be reviewed at our next meeting.

5. DSRAD – Stacey, Morgan, Sarah - Stacey provided an update on the Downtown San Rafael Arts District (DSRAD) Public Art Program. There are five planned public art installations on city property, including two murals, two sculptures, and one mosaic. Semi-finalists have been selected by the DSRAD panel and are currently developing their proposals. The public comment period will run from October 20 through November 4.

The BID Matching Grant Program received approval from the Fair Political Practices Commission for passthrough funds. The City and Chamber are working on their contract to receive and disperse funds. Grantees will be responsible for subcontracting their own artists and managing the funds. Sarah will work on communicating with grant recipients on a draft property owner/artist contract, w9, and insurance requirements. The City does not regulate art on private property, no need to go the public art review board or city council.

DSRAD is also working to expand its Steering Committee membership. The biggest ongoing challenges are communication, marketing, messaging, and cross-collaboration among partners. The committee is focused on activating the district as a whole to enhance visibility and engagement.

6. May Madness Fundraising Beautification, Sarah - The BID currently has nearly \$13,000 available from May Madness fundraising to allocate toward a beautification project. The options being considered include refreshing one intersection as a demonstration site, which would include eight planters total. Aaron from DPW noted that water access is the main obstacle for that option. Other ideas under discussion include installing hanging flower baskets, upgrading plaza furnishings, adding new “Welcome to San Rafael” signage or banners, creating a matching grant fund, improving landscaping, or investing in additional cleanliness efforts downtown.

7. Mixer Updates, Adam, Katherine, Jay - Jay reported that he is meeting with Jeff at Tutu Lounge to finalize details for the upcoming Fall Mixer. The total budget for the event is \$750, and attendance will be capped at 40 RSVPs. Everyone who attends need to RSVP via the link on the website and email. The featured speaker will be Raissa De La Rosa, the Economic Development Coordinator for Marin County, who will come prepared with speaking points.

8. City Updates, Stacey - City updates included several developments and service improvements. The San Rafael Public Library has returned to its original space, and the Grand Opening is scheduled for this Saturday. The Planning Division has launched a new Major Projects website, which lists current and proposed developments downtown. Several projects are delayed at the Planning Department level; notably, 1515 4th Street has been approved twice but has yet to finalize, and the Goldstone Building is not currently being redeveloped. Sarah will share this on her next Newsletter.

The Department of Public Works is pressure washing sidewalks on a monthly rotation, focusing on one intersection each month. Stacey is in communication with Ryan and April from DPW regarding scheduling. The municipal code states that business owners are responsible for keeping their sidewalks clean. Marin Sanitary currently empties downtown trash cans daily, though questions were raised about whether they could be cleaned more thoroughly.

9. SR Chamber Updates, Karen – The Level Up Employment Fair will take place next Thursday from 4:00 to 6:00 p.m. at the San Rafael Community Center. The event will include childcare, bilingual assistance, cookies, and coffee. A resume is required for participation, and interview space will be

available on-site. County Executive Derek Johnson will be the keynote speaker.

Karen also announced the Nonprofit Funders Mind Conversation event at Vivalon, scheduled for 9:30 a.m., in partnership with Marin Charitable, the Marin Community Foundation, and Kaiser Permanente. This session will explore new strategies and provide nonprofits with insight into current funding approaches.

Finally, Karen noted that she will be meeting with City representatives to clarify the future of the BID/Chamber partnership. The goal is to establish clear expectations and invite a City Development Liaison to speak at the next BID meeting.

10. Round Table Check-In/Next Agenda suggestions, all – Annual Report & Budget, City Development Liaison re BID/Chamber relationship

Adjourn 11:06AM

**action items*