

BID Advisory Board Meeting Minutes

Thursday, February 19, 2026, 10-11 AM

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

1. Call to Order/Roll Call 10:01AM

Attended: Adam Dawson, Terrance Thornton, Jeff Brusati, Jay Yinger, Rick Lewis, Temple Schauble, Crystal Vargas

BID Staff: Sarah Tipple

Guests: Carol Ponzio – MSA, Rob – Pixels Arcade & Taproom, Jaime Ortiz – Bank of Marin & SR Chamber

Absent: Morgan Schauffler, Tobi Lessem, Katherine Erilla, Karen Strolia

2. Approval of December & January Minutes*

The meeting did not have a quorum, so no vote could be taken.

3. Discussion of Amendment to Section 4.6 of the Bylaws - Quorum definition*

The meeting did not have a quorum, so no discussion/vote could be taken.

3. President's Report, Terrance: Terrance discussed the possibility of updating the quorum language in the bylaws. The current bylaws state that quorum is eight board members. While there was interest in changing this to "half plus one," Terrance recommended keeping quorum as a specific number rather than a percentage. Currently, the number is 8. We should update that number to 6. He explained that having a defined number is important for major votes, including the dissolution of the old BID, which will require a quorum vote of BID members. There are currently 585 paying BID members.

Sarah shared that recent board absences have been due to normal life circumstances such as vacations, illness, work, and personal commitments. One board member did not attend any meetings over the past year and is no longer involved with the Board.

Terrance provided an update on the dissolution process after meeting again with the attorney handling the BID dissolution. The steps include issuing a notice of cooperation to initiate the wind-down process, filing with the State, sending notices to any creditors, and holding a vote of the BID members. Terrance noted that while the City may support the process, the dissolution ultimately requires active Board involvement. Several questions were raised, and it was agreed that a separate meeting should be scheduled to review the dissolution steps in more detail before presenting them to the full BID Board.

Sarah also shared that the BID received a bill from EDD that was based on the incorrect assumption that the BID had an employee in Q4 2023, 2024, and 2025. This is not accurate, as Sarah became an employee of the Chamber in August 2023. Sarah is working with a tax consultant to resolve this issue and clarify the BID's filings. Some dissolution-related items are still pending before we can move forward with that. Sarah and Terrance are continuing to work diligently to complete the dissolution process and address any outstanding tax matters.

4. Director's Report, Sarah: Sarah shared that the Lunar New Year scavenger hunt is successful and was even featured live on KTVU, helping put San Rafael on the map. She also partnered with SMART on

their fe-BREW-ary promotion featuring multiple taprooms and noted that San Rafael had the highest number of participating locations after she connected with SMART. Local businesses have expressed appreciation for the social media promotion supporting the campaign. These annual promotions are great ways to bring feet-to-the-street for a whole month and celebrate the businesses.

Earth Day is coming up on April 22 and encouraged involvement. May Madness Car Show is the BID's largest fundraiser of the year and thanked Rick Lewis and the BID Board for their continued support. Sarah will send an email to Board members to confirm their availability to help with the event.

Encouraged everyone to use and promote the online calendar on the Downtown San Rafael website to submit events, as this increases visibility and helps drive promotion through the Marin IJ's weekly e-blast.

5. Budget Review – Sarah: Sarah reviewed the 2025 budget P&L and noted several adjustments that will be made, including correcting a \$3,000 mis categorization, adding two \$1,100 advertising bills, and updating the mixer line item. She also shared that the BID received an unexpected \$8,000 assessment check, bringing the total City assessments for 2025 to \$67,000, which is great news. The BID typically receives two assessment checks per year, but City staff had previously indicated that only one check would be issued in 2025.

6. Beautification – Tobi (absent), Adam, Jay: Adam and Tobi will kick off intersection beautification on Earth Day and then share a plan for tackling the remaining intersections. They received positive public feedback the last few years and noted they will need additional help, with Rob offering support.

Jay raised concerns about outdated downtown signage restrictions and is working with Micah to explore more flexible options that could help attract businesses and create a more exciting streetscape. He has experience with the Art Works building, which is an example of how good signage can enhance storefronts and offer support for this effort.

Jay can lead a pilot beautification project to upgrade one planter area, noting challenges with irrigation and tree debris and the need to plan for watering and maintenance. Jay ran it by Micah with the City and he expressed concerns about creating a hodgepodge appearance. With only \$2,500 available, the BID recommends we start with one location as a test case and then expand. Jay will consult with the City on feasibility and present a formal proposal, with Jay, Sarah, and Stacey meeting as a subcommittee first. Sarah would love full Board input once the City clarifies what is possible.

Jaime added that, given the BID's limited budget, the BID's role is to support Downtown primarily through events and promotion, not to duplicate City services, and that while the BID cannot fund cleanup across all of Downtown, it can continue to support. We have the interest, talent, and capacity to make small but meaningful improvements. If our goal is a cohesive, strategic approach, then it could look great and encourage City partnership.

7. City Updates – Stacey: City Council has a subcommittee: the Economic Development & Housing Committee, which meets on the second Tuesday of each month at 10am. This month's topics included progress on the 2025 strategic plan, opportunity zones, and the City's below-market-rate (BMR) housing

program. The March meeting is being rescheduled, and an interested parties list is being created. The group also discussed downtown maintenance concerns and the loss of DST services, with questions about overall strategy. April Miller is developing a plan, with a full power wash scheduled for April, and continued coordination with the City Manager to improve communication. Leadership changes were noted, with Cristine no longer serving as City Manager and Finance Director Paul now Acting City Manager. Budget season is underway, with adoption planned for June.

Updates on major City projects: gateway beautification at the 2nd & Irwin offramp, with design complete and construction underway, and improvements planned for the 2nd & 4th Street gateway, including pedestrian realignment, landscape median upgrades, and new public art, with construction expected to be completed by fall. City public art projects have received Council approval, with an unveiling planned for June. Several housing developments are moving forward at 930 Irwin and 703 3rd Street, with construction expected to begin in the coming months. The City's Major Projects webpage is a helpful resource for tracking progress.

The City's SeeClickFix app is the place for reporting issues such as streetlights and potholes and shared that she continues outreach to businesses through the Go program to assist with permits and entitlements.

8. Round Table Check-In/Next Agenda suggestions, all – The group discussed downtown cleanliness and whether funding could support additional pickers/brooms for all Downtown businesses. What do they want? What will that cost?

Adam noted a productive meeting with the Acting City Manager. Stacey added that the Finance Manager will meet to clarify the process, roles, and budget responsibilities.

Parking questions were raised, and it sounds like Karen will follow up with Jim.

Adjourn 11:03AM

**action items*