

BID Advisory Board Meeting Minutes

Thursday, March 19, 2026, 10-11 AM

San Rafael Chamber Conference Room

817 Mission Ave, San Rafael, CA 94901

1. Call to Order/Roll Call 10:05AM

Attended: Adam Dawson, Terrance Thornton, Jeff Brusati, Jay Yinger, Crystal Vargas, Morgan Schauffler, Kathrine Erilla

BID Staff: Sarah Tipple

Guests: Jaime Ortiz – Bank of Marin & SR Chamber, Beau Blanchard – CAFILM & SR Chamber

Absent: Tobi Lessem, Rick Lewis, Temple Schauble, Karen Strolia

2. Approval of December, January, February 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*

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

3. President's Report – Terrance: Terrance reported that he reached out to Anthony Bettencourt regarding the dissolution of the BID but has not received a response since February 19, 2026. No news might be good news, stay tuned.

4. Director's Report – Sarah: The 3rd Annual Lunar New Year Horse Hunt collected 100 maps, with an estimated 300 participants, and received strong feedback for being the perfect level of difficulty while encouraging participants to walk throughout 4th Street and spend money in local businesses. The Pride Art Walk will return in June with a slightly more challenging format, requiring participants to collect words to form a quote by a famous LGBTQ+ activist; last year's quote featured Harvey Milk. Earth Day is scheduled for April 22, 2026, with sign-ups available on the BID website. Planning for May Madness on May 9 is in full swing, with Sarah coordinating registrations, vendors, permits, promotions, and sponsorships. A \$5,000 sponsor is planning an EV ride-and-drive. The California Film Institute is hosting *American Graffiti* screenings leading up to and during the event, Sarah will add to website. May 8th is the Friday Night Car Cruise, about 40 cars will participate in a cruise from Terra Linda High School through Downtown, activates Downtown. The AIM Summer Market transitioned from weekly to monthly last year. This year will run 5 months, instead of 3, starts in May. They should work on stronger promotion image, right now it's a corn. Introduced the first annual Downtown Pizza Month in July, a pilot program featuring a punch card to promote the new Downtown pizzerias. Idea is participation is free with a required deal, and customers who visit four locations receive a 15% coupon and are entered to win a \$50 gift card. The West End Block Party, managed by Pint Size Lounge, will return with eight Fridays starting the third Friday in August, and the 3rd Annual Dancing Under the Lights will be the same as last year, the first Friday in August.

Sarah will launch the new BID Utility Box Art Program in April, which received DSRAD funding. Idea is to create a permanent program under the BID, paint five boxes this year, then sponsor 1 box each year. The BID will manage program, has created a webpage for sponsorships and artist submissions, and will assist

with maintenance tracking. Right now, there is no home for this program, most programs like this locally are run by Cities.

New business updates include Meesa Method, a Thai massage business at 1407 4th Street offering 25% off with mention of the BID newsletter; Magine Me Hats, a handmade hat business now located at 1570 4th Street; and The Twelfth, a women-owned sports bar expected to open in June. Jaime also shared that Pint Size Lounge will celebrate its 30th anniversary in October and is considering bringing back the successful a West End Celebration, arts-centered festival.

7. Budget Review – Sarah: Sarah shared the final 2025 budget P&L with the accountant updates discussed at the last meeting.

8. Beautification – Tobi (absent), Adam, Jay: Adam - nothing new to share at this time and is waiting to meet with Tobi to finalize the schedule. The mulching project will kick off on Earth Day, after which Adam and Tobi will coordinate Phase 2 and Phase 3- those details to be shared at next meeting. Jaime offered to help secure volunteers, potentially through BOM.

Jay shared that updates on the planter will be provided at the next meeting, and Sarah will share Re-Leaf Petaluma info with Jay, which removed tree stumps and planted trees at no cost at her Petaluma office.

9. DSRAD Updates – Morgan: DSRAD Mixer will take place at Art Works Downtown on April 2. The large Public Art Initiative party launch event is planned for around July 11. The first artwork installation, a sculpture at the B Street Community Center, is scheduled for April 8 and is ultimately intended for the West End gateway, with a ribbon cutting anticipated in mid-April. The Metta Yoga mural, a BID/DSRAD/City matching grant project, is nearly complete, and the Multicultural Center of Marin mural is progressing on two sides of the building. San Rafael Window Initiative, a “vacant to vibrant” concept developed by Irene; she has been asked to provide a proposal outlining what could be achieved with \$1,000–\$2,000 in BID funding, which will be brought back to the BID for consideration. Additional marketing updates for DSRAD, including efforts to support Downtown, are forthcoming.

10. City Updates – Stacey: Stacey thanks group for positive momentum in making the city a better place. Mentioned cleaner streets, new businesses, busier restaurants, collaboration with SMART, and stronger connections with neighboring communities. Paul Abazzio is the new Acting City Manager. An upcoming June 2 ballot measure will ask voters to continue the parcel tax and support development of a new library and reconstruction of the Community Center. The City is also advancing several strategic planning efforts, supported by grants from MTC and One Bay Area, including the Southeast San Rafael Specific Plan, an economic strategy for East San Rafael, which generates approximately 70% of City revenue largely from auto and construction businesses, and the Northgate Area Specific Plan, where Good Earth is expected to move into the former Rite Aid location alongside new housing development.

The City is exploring options to enhance Downtown maintenance in coordination with Public Works; however, current power washing will remain on a monthly, block-by-block schedule this year, with a full end-to-end cleaning planned for April. The Economic Development and Housing Subcommittee, led by

Mayor Kate and Councilmember Hill, meets monthly and is open to the public. Beginning next month, public meetings will transition to a hybrid format. Let Stacey know if you want an invite. They are held 3rd Tuesday at 10a at City Hall Economic Development Conference Room.

11. Chamber Updates – Karen (absent), Beau: The Chamber interviews began and endorses candidates who align with its mission and support a strong business environment in San Rafael. Candidates are vetted through the Governmental Affairs Subcommittee, which then makes recommendations. Current endorsements and considerations include Mary Sackett for County Supervisor; Eli Beckman and Eric Luken for State Assembly; Damon Connolly for State Senate (McGuire seat); and San Rafael City Council candidates.

12. Round Table Check-In/Next Agenda suggestions – all: Business updates were shared, including that Mike’s Bikes is planning a large sale in mid-April. Youth in Arts announced the C Street Celebration at the HeadsUp Carnival on April 25, 2026, at San Rafael High School. The California Film Institute shared that DocLands will take place April 30 through May 3, 2026, and that the Mill Valley Film Festival is planning an SXSW-style pop-up event at the AC Marriott.

A discussion followed regarding quorum, noting that attendance is consistently at seven members. It was emphasized that absences are due to busy schedules rather than lack of engagement. The group discussed the need to recruit additional board members, with potential interest from Rob at Pixels and the new manager at Mayflower, and encouraged current board members to reach out to neighboring businesses. Interest was also expressed in having a West End representative. Hybrid meeting options were discussed; however, it was noted that under Brown Act requirements, members attending via Zoom would not be able to vote.

Adjourn 11:06AM

**action items*