



Board of Directors Meeting
Redwood City Improvement Association
Wednesday, April 11, 2018 Noon - 1:15 pm
Location: Redwood City-San Mateo County Chamber of Commerce
1450 Veterans Boulevard, Suite 125, Redwood City, CA 94063

MINUTES

Present: Aaron Aknin, Mark Chrzanowski, Dani Gasparini, Don Gibson, Eric Lochtefeld
Stacey Wagner, Angela Rezab, Elaine Watts, Gloria Arteaga, Cathy Oyster and
Rosanne Foust, Chris Beth, Lori Lochtefeld, Electra McBurnie
On phone - Angela Rezab

Other: Courtney Rose

Staff: Amy Buckmaster, Carolina Webster, Maggie Fahey

Absent: Stephanie Kolkka, Jeff Adams, Mike Callagy, Gary Johnson, Ben Paul

MINUTES

1. **Call to Order**
Meeting called to order at 12:07 p.m. by President Stacey Wagner.
Action Taken: N/A
2. **Introductions**
Wagner went around Board Table and Room for introductions.
Action Taken: N/A
3. **Approval of March 14, 2018 Board of Directors Minutes**
 - A. The March 14, 2018 Minutes reviewed.
Action Taken: Foust moved to approve the March 14, 2018 minutes. Gibson seconded the motion and motion was approved unanimously.
4. **Public Announcements, Public Comments**
Action Taken: N/A
5. **Committee Updates:**
 - (Executive Committee)
 - A. Accept the resignation of Board Member Elaine Watts, Kilroy Realty and appoint Electra McBurnie, Kilroy Realty, to fill her board term.
Action Taken: Aknin moved to approve the motion. Beth seconded the motion and motion was approved unanimously.
 - (SOBO Committee) – Co-Chairs Eric Lochtefeld & Angela Rezab
 - A. **Graffiti Prevention Coating for RCIA Funded Public Art**

Shall the SOBO Committee and the President of the RCIA be authorized to spend up to \$5200.00 for Graffiti Prevention Coating Applied to three Mural Wall Art Funded by the RCIA within Benefit Zone 1 and Benefit Zone 2.

Action Taken: Foust moved to approve the motion. Gibson seconded the motion and motion was approved unanimously.

B. Downtown Redwood City Capital Improvement Update

Co-Chairs E. Lochtefeld and Rezab reported on the April 3rd SOBO Committee presentation from Assistant City Manager - City of Redwood City, Aaron Aknin. Aknin updated the committee on the current status of the city's capital improvement. The committee appreciated Aaron for being there and giving them a current update.

Action Taken: N/A

C. Presentation on future Branding of the RCIA

Co-Chair E. Lochtefeld and Rezab reported on the April 3rd SOBO Committee heard their first presentation on RCIA branding for future projects.

Action Taken: N/A

(District Identity and Signage Committee) - Co-Chairs Lori Lochtefeld and Don Gibson

A. PR Update from Olive PR

Co-Chair L. Lochtefeld reported for Olive PR Strategies to the Board of Directors the monthly report Press and Social Media for the RCIA.

Action Taken: N/A

B. Redwood City July 4th Celebration Float.

Shall the DISI Committee and the President of the RCIA be authorized to spend up to \$15,000 for the Design and Implementation of a sustainable Float to be entered into the 4th of July Celebration presented by the Peninsula Celebration Association and future parades representing the Redwood City Improvement Association.

Action Taken: Oyster moved to approve the motion. Foust seconded the motion and motion was approved unanimously.

(Parking Management Committee) - Co-Chairs Aaron Aknin and Ben Paul

Action Taken: N/A

7. Executive Director Report

Buckmaster thanked everyone for their participation on the Board of Directors.

Action Taken: N/A

8. Presidents Report

President Wagner let the Board know that she would like to submit an application on behalf of the RCIA for the Mayor's Beautification Awards. Courtney Rose with Olive Strategies, the RCIA's PR firm, said that she would be happy to assist Wagner in writing the nomination application.

Action Taken: N/A

9. Other

Chrzanowski let the Board know he would be happy to have a banner hung on his building at the corner of Main and Marshall wishing everyone a Happy 4th of July on behalf on the RCIA if the Board choose to do so. Wagner thanked Chrzanowski for his kind offer.

Action Taken: N/A

10. Adjournment

Meeting adjourned at 1:00pm.

Action Taken: N/A

Minutes taken by: Amy Buckmaster, Executive Director, Redwood City Improvement Association

BROWN ACT: *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 1450 Veterans Boulevard, Suite 125, Redwood City, CA 94063. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Amy Buckmaster, Executive Director (650.362.5017) at least 48 hours prior to the meeting.*