



Board of Directors Meeting
Redwood City Improvement Association
Wednesday, June 13, 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: Jeff Adams, Aaron Aknin, Gloria Arteaga, Chris Beth, Mike Callagy, Mark Chrzanowski, Eric Lochtefeld, Lori Lochtefeld, Electra McBurnie, Cathy Oyster, Ben Paul, Angela Rezab, Stacey Wagner

Other:

Staff: Amy Buckmaster, Carolina Webster, Maggie Fahey

Absent: Dani Gasparini, Rosanne Foust, Don Gibson, Gary Johnson, Stephanie Kolkka

MINUTES

1. Call to Order

Meeting called to order at 12:02 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 April 11, 2018 Board of Directors Minutes

A. The April 11, 2018 Minutes reviewed.

Action Taken: L. Lochtefeld moved to approve the April 11, 2018 minutes. Rezab seconded the motion and motion was approved unanimously, with 1 abstention, Callagy who was not present at the April 11 meeting.

4. Public Announcements, Public Comments

President Wagner let the Board know she submitted the RCIA's name for the Mayor's Beautification Award. She did hear back from the City that they did receive their nomination. Adams thanked the RCIA Board for all they are doing for Downtown Redwood City. He lives in Downtown Redwood City and he really sees first hand all RCIA has done to enhance and beautify it since the beginning. He really feels like he would not be living in Downtown if it was still as it was 4 years ago.

Action Taken: N/A

5. Committee Updates:

(Executive Committee)

Selection of Nominations Committee for 4th Annual Elections to the Board of RCIA, Chaired by President Stacey Wagner, and:

1. Designate Adams and Callagy to serve with the President on the Nomination Committee;

2. Approve Nomination Letter and Application;
3. Set the Annual Meeting for Wednesday, September 12, 2018 at Noon at the Chamber Office Conference Room;
4. Authorize the Nomination Committee to return a list to the Board seats, as per the bylaws at the September 12 Annual Meeting.

Action Taken: Adams and Callagy moved to nominate themselves to the Nomination Committee. Rezab moved to approve the motion. Oyster seconded the motion and motion was approved unanimously.

(SOBO Committee) – Co-Chairs Eric Lochtefeld & Angela Rezab

A. Redwood City Improvement Association Branding Presentation

Co-Chair Rezab updated the Board on presentation on Branding from the June 5 Committee Meeting. She, along with Buckmaster and other Committee members feel in order to make a decision, they would like to ask Olive PR, the RCIA's current PR Firm, to also submit a bid. The consensus was the two presentations we have heard so far have not offered enough.

Action Taken: N/A

B. Downtown Redwood City Capital Improvement Update

Co-Chair Rezab reported on the wonderful report given by Arteaga on the future of the Bike Racks/Public Art Project. She let the Board know they would be making a decision at the next SOBO Committee Meeting as to which company to recommend to the Board for an Action Item Spend. Buckmaster thanked Arteaga for doing a fantastic job on researching and spearheading the Bike Rack Project.

Aknin also brought to the Board's attention that he would like to present to the SOBO Committee on a potential Downtown Sidewalk Replacement Partnership with the RCIA and the City. The Board asked for Aknin to come to the next SOBO Committee with a potential figure on what a partnership/match would be.

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. She let us know engagement on social media platforms (Twitter, Instagram, and Facebook) has been increasing.

Action Taken: N/A

B. Redwood City July 4th Celebration Float.

Co-Chair L. Lochtefeld updated the Board on the status of the float for the July 4th Celebration. She invited Board members and their families to be a part of the celebration by being on the float. The next meeting with the float designers is scheduled for June 24.

Action Taken: N/A

C. Comcast Spotlight – Production of “RCIA: Your Favorite Places”

Co-Chair L. Lochtefeld was happy to report that the two commercials shot by Comcast for the RCIA have finished filming. The Board was able to view both commercials before they air on television.

Action Taken: N/A

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

Aknin informed the Board that the Design Professional Agreement with Walker Consultants has been approved.

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 did not have anything to report at this time.

Action Taken: N/A

9. Other

Chrzanowski let the Board know he would be happy to donate the side of his building on Main Street if the RCIA would like to hang a banner from the RCIA wishing the Community a Happy 4th of July.

He also said he would be happy to serve ice cream in his parking lot to the Community free of charge if they were interested.

Action Taken: N/A

10. Adjournment

Meeting adjourned at 12:28 p.m.

Action Taken: N/A

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

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