

**Redwood City Improvement Association (RCIA)**  
**Interim Board of Directors Meeting**  
**Wednesday, March 11<sup>th</sup>, 2015 – 12 noon**

**Location:** Redwood City-San Mateo County Chamber of Commerce  
1450 Veterans Blvd. Ste. 125, Redwood City, CA 94063

**AGENDA:**

1. **Call to Order and Introductions** Eric Lochtefeld, Interim President
2. **Announcements, public comment on agenda items**
3. **Approval of February 11<sup>th</sup>, 2015 Interim Board Minutes** *Action Item*
4. **Committee Reports:**  
**(Executive Committee) – Eric Lochtefeld, Interim President**

**(SOBO Committee)**

- a. **RFP for cleaning services , timeline – Cathy Oyster**
- b. **Responses for RFP for cleaning, pressure washing, \**  
*Resolution: The Board of Directors should authorize the SOBO Committee Chair and President to negotiate the terms and conditions of an agreement with the selected vendor to perform the services listed in the RFP based upon the FY 15 SOBO budget. Preferred vendor is J and A Maintenance*  
*Action Item*
- c. **Pipe and Drape supplement for Video Mapping:**  
*Resolution: Authorize the expenditure of an additional \$2,000 for the purchase of Pipe and Drape to be used in the museum for the Video Mapping Shows, to cover reflective windows of the museum*  
*Action Item*

**(DISI Committee) – Lori Lochtefeld and Don Gibson**

- a. **Review of City's Downtown Specific Plan and Design guidelines;**
- b. **Resolution: Shall the RCIA Board enter into a contract with Comcast for 540 commercials for FY 15, zones to be negotiated for \$35,000 in FY 15, \$ 45,000 in FY16, and \$55,000 in FY 17, with an escape clause written into the contract**  
*Action Item*
- c. **Grant from City Park and Rec Foundation for video mapping project**
- d. **Consideration of Joint PR Agreement:**  
*Resolution: That the DISI Committee recommend to the Board that the Committee be allowed to look at a joint proposal between the San Leandro Improvement Association and the Redwood City Improvement Association to*

*consider a contract for hiring a public relations firm within the FY 15 budget of the DISI Committee. That the Committee conduct the interviews jointly with the SLIA and make recommendations to the Board at its April Board meeting*

**Action Item**

**e. URL, Ad mats and website/logo:**

**Resolution:** *Authorize the Committee to spend up to \$20,000 on the creation of ad mats, a url, a website, a logo, and a slogan.*

**Action Item**

**(Parking Management) – Kim Wilkins**

**a. Resolution:** Request that the Board approve a \$44,000

*contract with All About Parking to provide a new valet station at Main & Broadway from April 1 through December 31st and the continuation of existing valet stations in front of Sakura and Donato's Restaurants from July 1 through December 31st. This budget request includes \$2000 for co-branding signage and \$2000 per month for each valet station.*

**Action Item**

**b. Resolution:** Request that the Board authorize reimbursement of assessments paid by School District within Zone 2 so we can secure their parking lot for the valet station for the station commencing on April 1<sup>st</sup>. Payment shall not exceed assessment amount (TBD)

**Action Item**

**5. (Project Review)**

**a. Pending projects for review – Ben Paul**

**6. President's report**

**7. Executive Director Update**

**8. Brown Act review**

**9. Adjournment**

**10. Next Interim Board meeting: April 8<sup>th</sup>, 12noon, Chamber Office**

**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 a place to be determined. 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, at the Redwood City – San Mateo County Chamber of Commerce at 650 364-1722 at least 48 hours prior to the meeting.*