



(RCIA)
Board of Directors
Wednesday, January 13th, 2016 – 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 –** **President Eric Lochtefeld**
2. **Introductions**
3. **Approval of Minutes from December 9th Board of Directors** **Action Item**
4. **Public Announcements, Public Comment**
5. **Committee Updates:**

(Executive Committee)

- a. **Approval of Renewal of Administrative Agreement** **Action Item**

Resolution: The Redwood City Improvement Association shall enter into an agreement with the Redwood City-San Mateo County Chamber of Commerce to continue to administer the RCIA CBID, In the amount not exceed \$122,000. per year, for one year January 15, 2016 through January 14, 2017.

(SOBO Committee) Cathy Oyster and Chris Beth

- a. **RFP For Downtown Redwood City Lighting Project**

Resolution: The Board of Directors should authorize the SOBO Committee Chairs and President the issuance of an RFP for the Downtown Redwood City Lighting Project. **Action Item**

(DISI Committee) Lori Lochtefeld and Don Gibson

- a. **Commercial Promotion of Downtown Redwood City Zone 1 & Zone 2:**

Resolution: The Board of Directors should authorize second payment of \$45,000.00 to Comcast Spotlight from approved Board Action on March 11, 2015 from the *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 written into the contract.* **Action Item**

- b. **Public Relations Agreement**

Resolution: The Board of Directors should authorize the Committee recommendation to continue the monthly Public Relation Services with Olive PR Solutions at the monthly rate of \$3000 per month. Contract can be terminated within 30-day notice. **Action Item**

c. Update on the New Digital Video Mapping Show Launch

(Parking Management Committee) Aaron Aknin and Ben Paul

a. Valet Parking

Resolution: The Board of Directors should authorize the Committee recommendation to continue the monthly contract with All About Parking for \$4000 a month not to exceed \$50,000 within a year. Existing locations to include in front of Sakura Restaurant on Broadway and Marshall on Thursday – Saturday evenings and in front of Donato’s Restaurant on Middlefield on Friday and Saturday Evenings. Contract can be terminated within 30 days notice. **Action Item**

b. Cross 900 Parking Lot Update

(Project Review) Ben Paul

6. **President's Report**
7. **Executive Directors Report**
 - Financial Report Update
8. **Other**
9. **Adjournment**
10. **Next Board Meeting: February 10, 2016**