



**Board of Directors Meeting**  
**Redwood City Improvement Association**  
**Wednesday, January 13<sup>th</sup>, 2015 Noon - 1:15 pm**  
**Location:** Redwood City-San Mateo County Chamber of Commerce 1450  
 Veterans Boulevard, Suite 125, Redwood City, CA 94063

**Present:** Eric Lochtefeld, Stacey Wagner, Stephanie Kolkka, Chris Beth, Mark Chrzanowski, Janet Ng, Don Gibson, Dani Gasparini, Lori Lochtefeld, Bob Oyster, Cathy Oyster, Aaron Pellarin, Angela Rezap, Mike Halow, Ben Paul, Aaron Aknin, Jeff Adams, Mitch Postel.

**Staff:** Amy Buckmaster, Nina Gann, Carolina Webster, Samanda Maloa

**Other:** Diane Howard

**Absent:** Lucy Wicks

**MINUTES**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Meeting called to order at 12:05 p.m.	<b>N/A</b>
<b>2. Introductions</b>	President E. Lochtefeld welcomed Redwood City council member Diane Howard and thanked her for coming to the board meeting.	<b>N/A</b>
<b>3. Approval of December 9, 2015 minutes</b>	The December 9, 2015 minutes reviewed.	<b>Ben Paul moved to approve the December 9th minutes. Stacey Wagner seconded the motion and motion was approved unanimously.</b>
<b>4. Public Announcements, Public Comments:</b>	Diane Howard thanked the RCIA for all they are doing.	<b>N/A</b>
<b>5. Committee</b>	Approval of the renewal of the	<b>Mitch Postal motioned to</b>

<p><b>Update: (Executive Committee)</b></p>	<p>Administrative Agreement. The resolution is that 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. RCIA Board member Mitch Postal asked for current board members of the Redwood City – San Mateo Chamber of Commerce to abstain from voting on the renewal agreement.</p>	<p><b>approve the Renewal of Administrative Agreement.</b></p> <p><b>Angela Rezab made a motion to amend the approval of the Renewal of Administrative Agreement pending that the RCIA is in compliance with the City bidding requirements. Jeff Adams seconds the motion and the motion was approved unanimously with four abstentions: Ben Paul, Eric Lochtefeld, Dani Gasparini and Stacey Wagner.</b></p>
<p><b>SOBO Committee:</b> Cathy Oyster and Chris Beth</p>	<p>a) Co-Chair Cathy Oyster explained the RFP for Downtown Redwood City Lighting Project. She explained the Board of Directors should authorize the SOBO Committee Chairs and the President the issuance of an RFP for the Downtown Redwood City Lighting Project.</p>	<p><b>Angela Rezab moved to approve the motion. Jeff Adams seconded the motion and motion was approved unanimously.</b></p>
<p><b>DISI Committee:</b> Lori Lochtefeld and Don Gibson</p>	<p>a) Co-Chair Lori Lochtefeld explained the Commercial Promotion of Downtown Redwood City Zone 1 &amp; Zone 2. She explained resolution of the Board of Directors should authorize a 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.</p> <p>b) Executive Director Amy Buckmaster</p>	<p><b>Aaron Aknin moved to approve the motion. Janet Ng seconded the motion and motion was approved unanimously.</b></p>

<p><b>DISI Committee:</b> Lori Lochtefeld and Don Gibson</p>	<p>a) Co-Chair Lori Lochtefeld explained the Commercial Promotion of Downtown Redwood City Zone 1 &amp; Zone 2. She explained resolution of the Board of Directors should authorize a 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.</p> <p>b) Executive Director Amy Buckmaster explained the Public Relations Agreement. She mentions that 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.</p> <p>c) President E. Lochtefeld gave an update on the New Digital Mapping Show launch.</p>	<p><b>Aaron Aknin moved to approve the motion. Janet Ng seconded the motion and motion was approved unanimously.</b></p> <p><b>Jeff Adams moved to approve the motion. Stacey Wagner seconded the motion and motion was approved unanimously.</b></p>
<p><b>Parking Management Committee:</b> Aaron Aknin and Ben Paul</p>	<p>a) Co-Chair Aaron Aknin explained the valet parking and thought 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.</p> <p>b) Janet Ng explained the update on the cross 900 parking lot</p>	<p><b>Mike Halow moved to approve the motion. Don Gibson seconded the motion and motion was approved unanimously.</b></p>

<b>8. Other</b>	N/A	<b>N/A</b>
<b>9. Next Board meeting</b>	Next Board Meeting – February 10, 2016 at Noon	<b>N/A</b>
<b>10. Adjournment</b>	Meeting adjourned at 1:28 pm.	<b>N/A</b>

**Minutes taken by: Amy Buckmaster, Executive Director and Nina Gann, District Manager, Redwood City Improvement Association**