



Board of Directors Meeting
Redwood City Improvement Association
Wednesday, November 9, 2016 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, Lori Lochtefeld, Bob Oyster, Chris Beth, Aaron Aknin, Don Gibson, Cathy Oyster, Angela Rezab, Elaine Watts, Lucy Wicks, and Mark Chrzanowski

Staff: Amy Buckmaster, Carolina Webster

Other: Catherine Ralston, Barbara Pierce and Dee Eva

Absent: Stacey Wagner, Ben Paul, Stephanie Kolkka, Mitch Postel, Jeff Adams, and Aaron Pellarin and Dani Gasparini

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Meeting called to order at 12:05 p.m. By RCIA Vice President Don Gibson Filling in for absent President Stacey Wagner	N/A
2. Announcements	No Announcements	N/A
3. Approval of October 12 minutes	The October 12, 2016 minutes were reviewed.	C. Beth moved to approve the October 12 minutes. E. Lochtefeld seconded the motion and motion was approved unanimously.
4. Public Comments:	Gibson went around Board Table for introductions and welcomed members.	N/A

<p>5. Committee Update: Executive Committee</p>	<p>a. Redwood City Sesquicentennial Celebration Update</p> <p>Gibson Welcomed Barbara Pierce and Dee Eva of the Redwood City Sesquicentennial Celebration Committee.</p> <p>Pierce and Eva gave an update on the planning and scheduled activities that will be taking place throughout 2017 as Redwood City will begin the celebration on January 9, 2017 with the kick off celebration of Redwood City's 150 Anniversary.</p> <p>The Board was given a full PowerPoint Presentation on many ways the Community could be a party of this Celebration.</p> <p>Pierce and Eva would like Redwood City Improvement Association Board to consider being and a Presenting Sponsor at the \$25,000 level. The Board invited Eva and Pierce back to the December 7 SOBO Committee Meeting for the formal approval process and then onto the December 14 Board of Directors.</p> <p>b. December 3, 2016 Hometown Holiday Tree Lighting Sponsorship</p> <p>RCIA Board Member Chris Beth gave an update on the possibility of the RCIA being a sponsor of the Holiday Tree Lighting in Downtown Redwood City during Hometown Holidays. Good Board Discussion was had about this being a very nice activity for the entire Community after the Holiday Parade and Digital Mapping Show.</p>	<p>N/A</p> <p>Action Item: Motion made by Cathy Oyster to approve the use of \$22,000 from the 2016 SOBO budget to purchase white LED lights for the purpose of wrapping two trees located at Hamilton and Broadway for the Home Town Holiday Tree lighting ceremony organized by the City of Redwood City.</p>
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<p>5. Committee Updates: (SOBO Committee) – Eric Lochtefled & Chris Beth</p>	<p>No Report was made as November Committee Meeting was cancelled due small attendance. RCIA ED Buckmaster Reported that starting in January the SOBO Committee would be meeting now on the first Tuesday of the month at 11:00am</p>	<p>N/A</p>

<p>(DISI Committee) - Lori Lochtefeld and Don Gibson</p>	<p>L. Lochtefeld gave an update on the Scare on the Square and the wonderful attendance that night even due to the Rain Storm. Many people from all parts of the Community enjoyed the event.</p> <p>RCIA – PR Firm Olive PR gave a monthly recap of PR and Social Media for RCIA.</p>	<p>N/A</p>
<p>(Parking Management) Aaron Akin & Ben Paul</p>	<p>Akin gave an update on the Complimentary Valet Parking and presented the below Action Item to the Board.</p> <p>Resolution: <i>The Board of Directors and the President of the Redwood City Improvement Association should authorize the Parking Committee recommendation of an additional \$20,000 expenditure to All About Parking for Complimentary Valet Service on Friday and Saturday through December 31, 2016 at the Valet Location of 600 Jefferson Avenue</i></p> <p>Akin also presented the Proposed 2017 Parking Committee Budget of \$62,951.99. 7% of the overall RCIA Budget. \$30,000 toward Valet Parking and \$32,951.99 towards, Branding and Signage.</p>	<p>Angela Rezab moved to approve the motion. E. Lochtefeld seconded the motion and the motion was unanimously approved.</p> <p>Cathy Oyster moved to approve the motion. L. Lochtefeld seconded the motion and the motion was unanimously approved</p>

6. Executive Directors Report	Buckmaster recapped the Financial Summary that was emailed to the Board on Tuesday, November 8 prior to the Meeting. She reminded the Board that their Fiscal Year is December 1 – November 30. She also let the Board know that in the coming month SOBO and DISI will be presenting their Budget to the Board for Approval at the December 14 Board Meeting.	
7. President's Report		N/A
8. Other		
9. Next Board meeting	Next Board Meeting – December 14, 2016	N/A
10. Adjournment	Meeting adjourned at 1:10 pm.	N/A

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