



**Board of Directors Meeting**  
**Redwood City Improvement Association**  
**Wednesday, January 11, 2017 Noon - 1:15 pm**  
**Location:** Redwood City-San Mateo County Chamber of Commerce 1450  
 Veterans Boulevard, Suite 125, Redwood City, CA 94063

**Present:** Chris Beth, Mark Chrzanowski, Aaron Akin, Don Gibson, Angela Rezab, Ben Paul, Jeff Adams, Elaine Watts, Bob Oyster, Cathy Oyster, Lucy Wicks, Aaron Pellarin, Stephanie Kolkka

**Staff:** Amy Buckmaster, Carolina Webster

**Other:** Courtney Rose, Catherine Ralston, Ernie Schmidt

**Absent:** Stacey Wagner, Eric Lochtefeld, Lori Lochtefeld, Dani Gasparini, Mike Halow

**MINUTES**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Call to Order</b>	Meeting called to order at 12:10 p.m. By RCIA Vice President Don Gibson Filling in for absent President Stacey Wagner	<b>N/A</b>
<b>2. Introductions</b>	Gibson went around Board Table for introductions.	<b>N/A</b>
<b>3. Approval of December 14, 2016 minutes</b>	The December 14, 2016 minutes reviewed.	<b>Angela Rezab moved to approve the December 14, 2016 minutes. Ben Paul seconded the motion and motion was approved unanimously.</b>
<b>4. Public Announcements, Public Comments:</b>	None	<b>N/A</b>

<p><b>5. Committee Update: (Executive Committee)</b></p>	<p>Vice President Gibson presented to the Board the recommendation of the Renewal of Administrative Agreement. 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 CBIC.</p>	<p><b>Cathy Oyster moved to approve, Chris Beth seconded the motion and motion was approved unanimously with one abstention from Ben Paul.</b></p>
<p>(SOBO Committee) – Co-Chairs Eric Lochtefeld and Angela Rezab</p>	<p>a) Co-Chairs Rezab gave an update from the January 10, 2017 SOBO Committee Meeting. Very good brainstorming and future project funding was approved and will be presented at the February 8, 2017 RCIA Board meeting for recommended approval.</p>	<p>N/A</p>
<p>(DISI Committee) – Lori Lochtefeld and Don Gibson</p>	<p>a) Co-Chairs Gibson Presented the recommendation the <b>Commercial Promotion of Downtown Redwood City Zone 1 &amp; Zone 2:</b> Asking the Board of Directors to authorize third and final payment of \$55,000.00 to Comcast Spotlight from approved Board Action on March 11, 2015 from the <i>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.</i></p> <p>b) Courtney Rose from Olive PR, the RCIA's Contracted PR Firm gave an update on all PR and Social Media for the month for RCIA.</p>	<p><b>Ben Paul moved to approve, Angela Rezab seconded the motion and motion was approved unanimously.</b></p>
<p>(Parking Management Committee) Co-Chairs Aaron Aknin and Ben Paul</p>	<p>a) Co-Chairs Aknin and Paul gave an update on the Complimentary Valet Parking during the Holiday Season. Due to the low numbers of cars parked in both Valet Locations, it was the recommendation to not continue with Valet at this time and into it</p>	<p>N/A  N/A</p>

	at a later date. The Parking Committee would like to look into investing their budget into more directional signage to all the Parking Locations in Downtown Redwood City.	
<b>6. President's Report</b>	Vice President thanked the Chamber on the wonderful job they have done in running the RCIA.	<b>N/A</b>
<b>7. Executive Director Update</b>	Amy Buckmaster, thanked the Board on their approval of the Management Contract. She expressed how proud she was of the entire Board for the wonderful things they are doing for the Redwood City Community. She also let the Board know she would like to have a Board of Directors Retreat in the coming months.	<b>N/A</b>
<b>8. Other</b>		
<b>9. Next Board meeting</b>	Next Board Meeting – February 8, 2017 at Noon	<b>N/A</b>
<b>11. Adjournment</b>	Meeting adjourned at 12:45 pm.	<b>N/A</b>

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