



Board of Directors Meeting
 Redwood City Improvement Association
 Wednesday, November 8, 2017 Noon - 1:15 pm
 Location: Redwood City-San Mateo County Chamber of Commerce 1450 Veterans
 Boulevard, Suite 125, Redwood City, CA 94063

Present: Aaron Aknin, Gloria Arteaga, Chris Beth, Mark Chrzanowski, Dani Gasparini, Don Gibson, Lori Lochtefeld, Mike Callagy, Stacey Wagner, Angela Rezab (Phone) Eric Lochtefeld (Phone)

Staff: Amy Buckmaster, Carolina Webster, Dawn Greenblat

Other: Catherine Ralston, Courtney Rose, Cree Jones

Absent: Jeff Adams, Rosanne Foust, Stephanie Kolkka, Cathy Oyster, Ben Paul, Gary Johnson, Elaine Watts

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Meeting called to order at 12:10 p.m. By President Stacey Wagner.	N/A
2. Introductions	Wagner went around Board Table and Room for introductions.	N/A
3. Approval of October 11, 2017 minutes	The October 11 minutes reviewed.	Gasparini moved to approve the October 11, 2017 minutes. Callagy seconded the motion and motion was approved unanimously, with 1 abstentions, Don Gibson who was not present at the October 11 Meeting
4. Public Announcements, Public Comments		N/A

<p>5. Committee Reports</p> <p>(Executive Committee)</p> <p>(SOBO Committee) – Co-Chairs Eric Lochtefeld and Angela Rezab</p>	<p>a) Digital Lighting Projection Content and Equipment Update Co-Chairs Lochtefeld and Rezab updated the Board on the new Digital Lighting Projection Equipment had been purchased and was in production. Excited to announce the Digital Interactive Finger Painting Kiosks would be ready to launch at Hometown Holidays on December 2.</p> <p>b) LED Tree Light Update Co-Chairs Lochtefeld and Rezab updated the Board on the presentation at the November SOBO Committee Meeting from Terence Kyaw, City of Redwood City’s Public Works Department. TK gave an update to the current situation on of heavy light maintenance on the New LED Trees throughout the Downtown Zone 1 and Zone 2 that were purchased by the RCIA. The Committee asked TK to return to the December SOBO Committee with hard figures on what it would cost annually for the RCIA to pay for Maintenance so they can budget for it in the coming Fiscal Year.</p>	<p>N/A</p> <p>.</p> <p>N/A</p> <p>.</p> <p>N/A</p>
<p>(District Identity and Signage Committee) Co-Chairs Lori Lochtefeld and Don Gibson</p>	<p>a. Comcast Spotlight Digital Platform Marketing Program <i>Resolution: Shall the DISI Committee and the President of the RCIA be authorized to spend \$3000 a month for six month totally no more than \$18,000 from their approved 2017 DISI Committee Budget.</i></p> <p>b) PR Update from Olive PR. Co-Chair Lori Lochtefeld gave a great update from Olive PR.</p> <p>c) December 1, 2017 – November 30, 2018 District Identity and Signage Committee Budget.</p>	<p>Aknin moved to approve the motion. Chrzanowski seconded the motion and motion was approved unanimously.</p> <p>N/A</p> <p>Chrzanowski moved to approve the motion. Rezab seconded the motion and motion was approved unanimously.</p>

<p>(Parking Management Committee) Co-Chairs Aaron Akin and Ben Paul</p>	<p>a) December 1, 2017 – November 30, 2018 Parking Management Committee Budget</p> <p>b) Downtown Redwood City Parking Guidance System Design RFP Update. Co-Chair Aaron Akin gave the Board an update on the Downtown Redwood City Parking Guidance System Design Project Study. Will have more to report in the new year.</p>	<p>Callagy moved to approve the motion. Rezab seconded the motion and motion was approved unanimously.</p> <p>N/A</p>
<p>6. Executive Director Report</p>	<p>a) RCIA Executive Director Buckmaster let the Board know she and Catherine Ralston were invited on November 2, 2017 by SVEDA – Silicon Valley Economic Development Alliance to be a on a panel titled Urban Planning and Place-making for Dynamic Communities. Buckmaster reported she was proud to represent the RCIA and present all the wonderful RCIA has been doing for the past three years.</p>	<p>N/A</p>
<p>8. Presidents Report</p>	<p>Wagner expressed her sincere thanks for all in attendance. She wished the Board a very Happy Thanksgiving to all</p>	<p>N/A</p>
<p>9. Other</p>		<p>N/A</p>
<p>10. Adjournment</p>	<p>Meeting adjourned at 1:00 pm.</p>	<p>N/A</p>

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