



Board of Directors Meeting
Redwood City Improvement Association
Wednesday, October 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: Aaron Aknin, Dani Gasparini, Chris Beth, Ben Paul,
Eric Lochtefeld, Lori Lochtefeld, Cathy Oyster, Angela Rezab, Rosanne
Foust, Mike Callagy, Gary Johnson, Stacey Wagner, Gloria Arteaga.

Staff: Amy Buckmaster, Carolina Webster

Other: Catherine Ralston, Courtney Rose

Absent: Jeff Adams, Mark Chrzanowski, Stephanie Kolkka, Elaine Watts, and Don
Gibson

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 President Stacey Wagner.	N/A
2. Introductions	Wagner went around Board Table and Room for introductions. She welcomes our New RCIA Board Members to their first Board Meeting and thanked them for serving.	N/A
3. Approval of September 13, 2017 minutes	The September 13 minutes reviewed.	Rezab moved to approve the September 13, 2017 minutes. Eric Lochtefeld seconded the motion and motion was approved unanimously, with 3 abstentions, Mike Callagy, Aaron Aknin, Cathy Oyster who were not present at the September 13 Meeting
4. Public Announcements, Public Comments		N/A

5. Committee Reports

(Executive Committee)

a) Accept Resignation of Board Member Lucy Wicks

Wagner let the Board know that due to a large time commitment in her current position Lucy could not give the time to serve on the Board currently. The Board expressed their sincere thanks to Lucy and her time served on the Board. She will definitely be missed on the Board.

b) Hometown Holidays Sponsorship Request for \$5000

Wagner let the Board know that she and Executive Director Amy Buckmaster received a request for a \$5000 sponsorship request from the Downtown Business Group for Hometown Holidays. Wager let the Board know she did reach out to the group asking exactly what was included in the Sponsorship; to date of the Board meeting she had not received any information on that. After a lot of discussion the Board voted to not sponsor this year due to not enough information was given about the request and felt the Downtown Business Group needed to go through the proper process the RCIA has in place via Committee Level and onto Board for final approval. They wished the Hometown Holiday all the best and appreciate all they do for Hometown Holidays. They as a Board were looking forward to being a part of Hometown Holidays with the Tree Lighting Ceremony again this year and pre event Promo from RCIA's PR Firm.

c) 2018 Committee Chair/Co-Chair Assignments

After good Board discussion the Board on Committee Co-Chair Assignments for next year. The Board felt they would like to continue with the same Committee Chairs as last year.

-Sidewalk Operations & Beautification Committee Co-Chairs for 2018 will continue with Eric Lochtefeld and Angela Rezab.

-District Identity and Signage Committee Co-

Dani Gasparini moved to approve the motion. Aaron Aknin seconded the motion and motion was approved unanimously.

Dani Gasparini moved to approve the motion. Eric Lochtefeld seconded the motion and motion was approved unanimously.

Stacey Wagner moved to approve the motion. Rosanne Foust seconded the motion and motion was approved unanimously.

Chris Beth moved to approve the motion. Eric Lochtefeld

<p>(SOBO Committee) – Co-Chairs Eric Lochtefeld and Angela Rezab</p>	<p>Chairs for 2018 will continue with Don Gibson and Lori Lochtefeld.</p> <p>-Parking Committee Co-Chairs for 2018 will continue with Aaron Akin and Ben Paul</p> <p>a) Committee Co-Chairs Rezab and Lochtefeld Presented the SOBO Committee Recommendation</p> <p>Resolution: Shall the SOBO Committee and the President of the RCIA be authorized to spend \$50,000 for new Digital Lighting Projection Equipment to be used throughout the Downtown CBID Benefit Zone 1 and Benefit Zone 2.</p> <p>b) Committee Co-Chairs Rezab and Lochtefeld Presented the SOBO Committee Recommendation</p> <p>Resolution: Shall the SOBO Committee and the President of the RCIA be authorized to spend \$50,000 for new Digital Lighting content design and distribution to be used throughout the Downtown CBID Benefit Zone 1 and Benefit Zone 2.</p>	<p>seconded the motion and motion was approved unanimously.</p> <p>Lori Lochtefeld moved to approve the motion. Eric Lochtefeld seconded the motion and motion was approved unanimously.</p> <p>Eric Lochtefeld moved to approve the motion. Stacey Wagner seconded the motion and motion was approved unanimously with one no vote from Dani Gasparini.</p> <p>Cathy Oyster moved to approve the motion. Aaron Akin seconded the motion and motion was approved unanimously with one no vote from Dani Gasparini.</p>
<p>(District Identity and Signage Committee) Co-Chairs Lori Lochtefeld and Don Gibson</p>	<p>a) PR Update from Olive PR. Co-Chair Lori Lochtefeld gave a great update from Olive PR.</p>	<p>N/A</p>
<p>(Parking Management Committee) Co-Chairs Aaron Akin and Ben Paul</p>	<p>a) Downtown Redwood City Parking Guidance System Design RFP. Co-Chair Aaron Akin gave the Board an update on the Downtown Redwood City Parking Guidance System Design Project RFP. He said the Parking Committee would be meeting November 1 to discuss next steps and finalizing details.</p>	<p>N/A</p>
<p>6. Executive Directors Report</p>	<p>a) 2018 Redwood City Improvement Association Budget.</p> <p>Buckmaster presented the 2018 Redwood City Improvement Association Budget for the Fiscal Year of December 2017 – November 30, 2018. She reported the Dollar Total of</p>	

	<p>Assessment was \$898,987.45. Highest ranging parcel assessment of \$52,649.12 to Lowest Parcel assessment of \$17.56. Total numbers of parcels in the CBID were 208.</p> <p>This is the fourth year of the Downtown Redwood City Community Benefit Improvement District Service Budget.</p>	<p>Angela Rezab moved to approve the motion. Rosanne Foust seconded the motion and motion was approved unanimously.</p>
7. New Business	<p>a) Overview of Local Minimum Wage Ordinance Business & Community Outreach.</p> <p>Catherine Ralston, Economic Development Manager for the City of Redwood City gave a Power Point presentation to the RCIA Board of Directors on the community outreach program the City has begun in early October to look into a possible Redwood City Minimum Wage Ordinance.</p>	N/A
8. Presidents Report	<p>Wagner expressed her sincere thanks for all in attendance. She also urged Board Members to attend the RCIA Committee Meeting as all Action Items at the Board have come prior from Committee Recommendations.</p>	N/A
9. Other		N/A
10. Adjournment	<p>Meeting adjourned at 1:10 pm.</p>	N/A

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