



REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION

**Board of Directors Meeting**  
**Wednesday, November 8, 2023**  
**Time: 12:00 – 1:00 pm**

**Location:** 255 Shoreline Dr. Suite 150, Redwood City, CA 94065

### **Agenda**

1. **Call to Order – President Gloria Arteaga**
2. **Roll Call/Introductions**
3. **Approval of Minutes from October 11, 2023 Board of Directors** **Action Item**
4. **Approval of Minutes from October 25, 2023 Board of Directors** **Action Item**
5. **Public Announcements, Public Comment**
6. **New Business**
  - **Welcome Interim Assistant City Manager Patrick Heisinger**  
*Introduction and Update on the Outdoor Business Activity Permit Program*
7. **Committee Updates:**
  - **(Executive Committee) President Gloria Arteaga**
    - **Resolution:** The Board is requested to authorize the Executive Committee, at its sole discretion, to review the work of the CBID Management entity, Chamber San Mateo County, and grant an annual bonus amount not to exceed \$36,000, to be paid out of the Contingency reserve. This bonus shall be considered at the end of each CBID fiscal year. This bonus amount is based upon performance above and beyond the expectations of the Board as well as the overall improvement in the CBID area. **Action Item**
    - **2023-2024 Administration/Corporate Operations Budget**  
(Fiscal Year December 1, 2023 – November 30, 2024) **Action Item**
    - **2023-2024 Contingency/City and County Fees/Reserves Budget**  
(Fiscal Year December 1, 2023 – November 30, 2024) **Action Item**
    - Amend and Accept the Professional and Administrative Services Agreement between the Redwood City Improvement Association and Chamber San Mateo County. **Action Item**
  - **SOBO (Sidewalk, Operations and Beautification Committee)**  
*\*Next Committee Meeting – December 6, 2023 – 3:00pm*  
Committee Co-Chairs: Nancy Radcliffe and Paul Gadow
    - **2023-2023 Sidewalk Operations, Beautification and Order Committee for Suggested Percentage Breakdown of Budget:**  
Fiscal Year December 1, 2023 – November 30, 2024 **Action Item**

- **Renewal of the Redwood City Improvement Association Public Art Exhibition Project Resolution**  
Shall the SOBO Committee be authorized to spend \$50,000.00 for the continual operation of Art Kiosk for art installations in the Courthouse Square kiosk in 2024 in partnership with Fung Collaboratives. **Action Item**

- **DISI (District Identity and Signage Committee)**  
*\*Next Committee Meeting – November 28, 2023 – 12:00pm*  
Committee Co-Chairs: Stacey Wagner and Kate Mosely

- **2023-2024 District Identity and Signage Committee for Suggested Percentage Breakdown of Budget:**  
Fiscal Year December 1, 2023 – November 30, 2024 **Action Item**
- **Holiday Decorations Discussion and Resolution**  
Shall the Redwood City Improvement Association’s District Identity and Signage Committee recommend working with The Holiday Light Pros for Holiday Decorations and Lighting within the Downtown CBID Zone 1 and Zone 2 not to exceed \$30,000.00. **Action Item**

- **Olive Creative Strategies**
  - PR Update

- **Parking Management Committee**  
*Next Committee Meeting – November 13, 2023 – 9:00am*  
Committee Chair: Henry Sears and Angela Rezab

Update under New Business

8. **President’s Report**
9. **Executive Directors Report**
10. **Adjournment**
11. **Next Board Meeting:** Wednesday, December 13, 2023

**BROWN ACT:** *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 255 Shoreline Drive, Suite 150, Redwood City, CA 94065. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Amy Buckmaster, Executive Director (650.362.5017) at least 48 hours prior to the meeting.*