



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

Board of Directors Meeting
Wednesday, February 14, 2024
Time: 12:00 – 1:00 pm

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

MINUTES:

Present: Adam Ely, Alex Livadas, Angela Rezab, Brianna Mariolle, Chris Beth, Dani Gasparini, Don Gibson, Gloria Arteaga, Jeri Richardson-Daines, Nancy Radcliffe, Paul Gadow, Stacey Wagner

Absent: Ben Paul, Henry Sears, Mark Nadim

Staff: Amy Buckmaster – Executive Director, Felicia Basques, Nicole Gallosa

Other: Eleanor Lazar – Olive Public Relations, Cree Jones - Olive Creative Strategies, Christian Hammock - City of Redwood City, Jason Galisatus - Singer Associates, Steve Reller - R & M Properties

1. Call to Order – President Gloria Arteaga

Meeting called to order at 12:04 p.m. by President Gloria Arteaga.

2. Roll Call/Introductions

President Arteaga called for introductions. No roll call was needed as all board members were in person.

3. Approval of Minutes from December 13, 2023 Board of Directors

The December 8, 2023 Minutes were reviewed.

Action Taken: Gadow moved to approve the minutes. Beth seconded the motion, and the motion was approved unanimously.

4. Public Announcements, Public Comment

None.

5. New Business

- Project Update: 1800 Broadway, Redwood City
Presented by Steve Reller, Owner, R & M Properties

Guests Reller and Galisatus gave an update on the current status of the property at 1800 Broadway in Redwood City. Current projection is for residential use, maybe R & D space, not open office space, but this could change as the project progresses. This project does not fall under the gatekeeper process and is already zoned for residential use. Reller and Galisatus are asking for community engagement via future community meetings and through their online survey link: 1800broadwayrwc.com.

- Pedestrian Way: Closure of 2000 Block of Broadway
Presented by Christian Hammack, Parking and Transportation Demand Manager, Community Development Department, City of Redwood City
Hammack provided a current update on the plans and ideas for the new Pedestrian Mall on the block of 2000 Broadway. City Council approved the intent to close the street, and is in a 90-day comment period. A Feasibility Study was conducted for full vehicle closure (with the exception of emergency and service vehicles. Encroachment Permits will be possible for building owners for building improvements. Permanent bollards will be installed on both ends of the Mall, Main & Jefferson. Hammock and team will be presenting again to the City Council on April 15th. With the estimated \$360K for improvements, the City will be entertaining possible partnerships to implement the improvements to the Pedestrian Mall.

6. Committee Updates:

- **(Executive Committee)** President Gloria Arteaga
No Update
- **SOBO (Sidewalk, Operations and Beautification Committee)**
Next Committee Meeting – March 6, 2024 – 3:00pm
Committee Co-Chairs: Nancy Radcliffe and Paul Gadow
No Update
- **DISI (District Identity and Signage Committee)**
Next Committee Meeting – March 6, 2024 – 1:30pm
Committee Co-Chairs: Stacey Wagner and Kate Mosley
 - 2024 RCIA Campaign Meeting Update
Wagner gave a brief update on the 6 Month PR Plan with Olive and shared that they will be coming back to the group later in the month with an official social and public relations strategic plan.
 - Olive Creative Strategies
 - PR Update
Lazar and Jones gave the PR and Social Media Report sharing that the open rate for the bi-weekly newsletters hit a high of 48%. Over the last month, RCIA has 276 new followers across all platforms, mostly Facebook and Instagram, over 246K impressions, and 4K total engagements.
- **Parking Management Committee**
Next Committee Meeting – March 6, 2024 – 10:00am
Committee Co-Chairs: Henry Sears and Angela Rezab
No Update.

7. President's Report

None.

8. Executive Directors Report

None.

9. Adjournment

Adjourned at 1:03pm.

10. Next Board Meeting: March 13, 2024

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.*