



REDWOOD CITY IMPROVEMENT ASSOCIATION

Board of Directors Meeting
Wednesday, April 10, 2024
Time: 12:00 – 1:00 pm

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

MINUTES:

Present: Alex Livadas, Ben Paul, Brianna Mariolle, Dani Gasparini, Don Gibson, Gloria Arteaga, Jeri Richardson-Daines, Mark Nadim, Nancy Radcliffe, Paul Gadow, Stacey Wagner

Absent: Adam Ely, Angela Rezab, Chris Beth

Staff: Amy Buckmaster – Executive Director, Felicia Basques

Other: Eleanor Lazar – Olive Public Relations, City of Redwood City: Chris Sturken (City Council), Terrance Kyaw, Patrick Heisinger, Jeff Schwob

1. Call to Order – President Gloria Arteaga

The meeting was called to order at 12:05 p.m. by Treasurer Paul Gadow.

2. Roll Call/Introductions

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

3. Approval of Minutes from March 13, 2024 Board of Directors Meeting

The March 13, 2024 Minutes were reviewed.

Action Taken: Wagner moved to approve the minutes. Richardson-Daines seconded the motion and the motion was approved unanimously. Gibson abstained.

4. Public Announcements, Public Comment

None.

5. New Business

President Arteaga joined the meeting at this point.

Board Member Paul gave some project updates sharing that Elco Yards is moving along, but the Transit Center has been put on hold for now with the exchange of property ownership.

6. Committee Updates:

- **(Executive Committee) President Gloria Arteaga**
 - *Accept the resignation of Board Member Chris Beth - Parks, Recreation & Community Services Director with the City of Redwood City from the Redwood City Improvement Association Board of Directors, and accept the appointment of Patrick Heisinger, Assistant City Manager with the City of Redwood City to the Redwood City Improvement Association Board of Directors, effective April 10, 2024.*

Buckmaster thanked Board Member Chris Beth for his years of dedication and service to the City of Redwood City and the Redwood City Improvement Association, as he not only served on the Board for the last nine years but was part of the original steering committee who worked towards informing the business community and getting the votes needed to form the CBID.

Action Taken: Gibson moved to approve the minutes. Nadim seconded the motion and the motion was approved unanimously. Gibson abstained.

- **Broadway Pedestrian Mall Establishment on the 200 Block of Broadway and Redwood Creek**
Shall the Redwood City Improvement Association Board of Directors allocate \$75,000 from both the Fiscal Year 2023-2024 and 2024-2025 budgets, not to exceed \$150,000.00 to fund specific capital improvements associated with the City's goal of creating a Pedestrian Mall on the 2000 block of Broadway.

Patrick Heisinger and Jeff Schwob, City of Redwood City, presented to the Board of Directors the current plan for the permanent closure of the 2000 and 2100 blocks of Broadway - now known as the Pedestrian Mall. The projected costs are \$450K, which includes infrastructure improvements, site furnishings and amenities, as well as public art. A public hearing is scheduled for April 15th with a second reading and ordinance approval set for May 6th. By the Summer, designs will be finalized and improvements will begin. Implementation should occur by Fall/Winter 2024.

To provide a background, Buckmaster shared the history of the Broadway street closure and the Parklet Program stating that RCIA has seen many program updates along the way and has been given several opportunities to provide feedback to the City of Redwood City which has allowed the Board to play an active role in the process. Buckmaster also stated that the Board set up a reserves policy earmarked for capital improvement projects, so this partnership would be funded with the RCIA's CIP Reserves.

Action Taken: Radcliffe moved to approve the minutes. Mariolle seconded the motion and the motion was approved unanimously. Heisinger abstained.

- **SOBO (Sidewalk Operations and Beautification Committee)**

*Next Committee Meeting – May 1, 2024 – 11:30am * New Meeting Time**

Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

No update to give at this time - will meet on May 1st.

- **DISI (District Identity and Signage Committee)**

Next Committee Meeting – May 1, 2024 – 1:30pm

Committee Co-Chairs: Stacey Wagner and Kate Mosley

- Olive Creative Strategies

- PR Update

Lazar and Jones gave the PR and Social Media Report. Over the last month, RCIA has 306 new followers across all platforms, over 208K impressions, and 4.5K total engagements.

- **Parking Management Committee**

*Next Committee Meeting – May 1, 2024 – 10:30am *New Meeting Time**

Committee Chair: Angela Rezap

No update to give at this time - will meet on May 1st.

7. President's Report

None.

8. Executive Directors Report

Buckmaster thanked the Board of Directors for their investment in downtown Redwood City and for giving of their time to sit on the Board for the Redwood City Improvement Association.

9. Adjournment

The meeting adjourned at 1:13 pm.

10. Next Board Meeting: May 8, 2024

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