



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

Board of Directors Meeting
Wednesday, December 13, 2023
Time: 12:00 – 1:00 pm

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

MINUTES:

Present: *In Person:* Adam Ely, Angela Rezab, Brianna Mariolle, Chris Beth, Dani Gasparini, Don Gibson, Henry Sears, Jeri Richardson-Daines, Mark Nadim, Nancy Radcliffe, Paul Gadow, Stacey Wagner

Absent: Alex Livadas, Ben Paul, Gloria Arteaga

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

Other: Eleanor Lazar – Olive Public Relations, Cree Jones, Olive Creative Strategies

1. Call to Order – Vice President Mark Nadim

Meeting called to order at 12:06 p.m. by Vice President Mark Nadim.

2. Roll Call/Introductions

Vice President Mark Nadim called for introductions. No roll call needed as all board members were in person.

3. Approval of Minutes from November 8, 2023 Board of Directors

The November 8, 2023 Minutes were reviewed.

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

4. Public Announcements, Public Comment

None.

5. New Business

None.

6. Committee Updates:

- **(Executive Committee)** Vice President Mark Nadim

- **Expenses Reimbursement**

- Annual Expenses Reimbursement to Chamber San Mateo County for Operating Expenses of the Redwood City Improvement Association for Fiscal Year January 2023 – December 2023. \$28,372.60. (see enclosed).

- Buckmaster explained the breakdown of the expenses to the Chamber just to run the day-to-day operations of the Redwood City Improvement Association. This was discussed at the November Board of Directors Meeting as well.

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

- **SOBO (Sidewalk, Operations, Beautification & Order Committee)**

**Next Committee Meeting – January 3, 2024 @ 3:00pm – 4:00pm*

Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

- **Project Tracker**

Project Management Fee for Sidewalk Operations, Beautification and Order Committee from September 2023 – November 2023. \$4,400.00 for 44 hours (see enclosed).

Basques gave an update on the projects to-date and how much time was spent on each project.

Action Taken: Radcliffe moved to approve the motion. Beth seconded the motion and motion was approved unanimously.

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

**Next Committee Meeting – January 3, 2024 @ 1:30pm – 2:30pm*

Committee Co-Chairs: Stacey Wagner and Kate Mosely

- **Project Tracker**

Project Management Fee for District Identity and Signage Committee from September 2023 – November 2023. \$4,100.00 for 41 hours (see enclosed).

Basques gave an update on the projects to-date and how much time was spent on each project.

Action Taken: Rezab moved to approve the motion. Gibson seconded the motion and motion was approved unanimously.

- **Olive Creative Strategies**

- PR Update

Lazar and Jones gave the PR and Social Media Report sharing that the average open rate for the bi-weekly newsletters over 40%, and the focus for PR has been the “holiday happenings” and the last Art Kiosk Exhibition of 2023. Over the last month, RCIA has 642 new followers across all platforms, reached 8K followers on Instagram (surge in followers given the Holiday focus), over 310K impressions, and 6K total engagements.

- **Parking Management Committee**

Next Committee Meeting – January 3, 2024 @ 10:00am – 11:00am

Committee Chair: Henry Sears and Angela Rezab

- **2023-2024 Parking Management Committee for Suggested Percentage Breakdown of Budget:**

Fiscal Year December 1, 2023 – November 30, 2024

Sears gave an update from the last Parking Management Committee Meeting, and shared that the committee would like to focus their efforts on additional wayfinding and parking signage in the downtown.

Action Taken: Rezab moved to approve the motion. Gadow seconded the motion and motion was approved unanimously.

7. President’s Report

None.

8. Executive Directors Report

- Update on the 'Management and Disbursement Agreement between the City of Redwood City and the Redwood City Improvement Association'
 - *On Consent Calendar: Redwood City Council Meeting, December 18, 2023*

Buckmaster shared that she met with the City of Redwood City to discuss any necessary changes to the current Management Agreement (there weren't any, and the Agreement will be presented to the Redwood City Council as is on December 18th). Additionally, the CBID expires December 2029 so planning discussions would need to start within the next two years to extend the CBID. Buckmaster also shared with the Board that she and Basques will be presenting the 2021-2022 Annual Report of the Redwood City Improvement Association to the City Council at the same December 18th Council Meeting.

9. Adjournment

Adjourned at 12:32pm.

10. Next Board Meeting: Wednesday, January 10, 2024

Happy Holidays! See you in the New Year!

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.*