



REDWOOD CITY IMPROVEMENT ASSOCIATION

Board of Directors Meeting

Date: Wednesday, December 10, 2025

Time: 12:00 - 1:00 pm

Location: 255 Shoreline Drive, Suite 150, Redwood City, CA 94065

MINUTES:

Present: Adam Ely, Angela Rezab, Ashley Quintana, Ben Paul, Dani Gasparini, Don Gibson, Gloria Arteaga, Jeri Richardson-Daines, Kate Mosely, Mark Nadim, Nancy Radcliffe, Stacey Wagner, Veronica Klein

Absent: Brianna Mariolle, Gloria Arredondo, Patrick Heisinger, Paul Gadow

Staff: Amy Buckmaster – Executive Director, Felicia Basques, Allison Follett

Other: Amanda Anthony, Eleanor Lazar and Cree Beatty - Olive Public Relations

1. Call to Order – President Mark Nadim

President Mark Nadim called the meeting to order at 12:04 p.m.

2. Roll Call/Introductions

President Nadim called the meeting to order and initiated introductions.

3. Approval of Minutes from November 12, 2025, Board of Directors

The November 12, 2025, minutes were reviewed.

Action Taken: Richardson-Daines moved to approve the minutes. Radcliffe seconded the motion, which was approved unanimously.

4. Public Announcements, Public Comment

Buckmaster shared that the County of San Mateo is holding their inaugural community tree lighting celebration on December 11th and the RCIA's Community Piano located at the County Center would be a part of the ceremony.

5. Committee Updates:

- **Executive Committee**
President Mark Nadim
 - **Expenses Reimbursement**
Annual expenses reimbursement to Chamber San Mateo County for Operating Expenses of the Redwood City Improvement Association for January 2025 - December 2025. \$25,000.
Buckmaster reviewed the breakdown of the expenses incurred by Chamber San Mateo County, outside of the current management contract, to run the day-to-day operations of the Redwood City Improvement Association.
Action Taken: Rezab moved to approve the expense reimbursement. Mosely seconded the motion, which was approved unanimously.
 - **2025-2026 Administration / Corporate Operations Budget (Fiscal Year December 1, 2025 – November 30, 2026)**
Buckmaster presented the 2025-2026 fiscal year budget for the Administration/Corporate Operations budget.
Action Taken: Wagner moved to approve the Administration/Corporate Operations Budget. Klein seconded the motion, which was approved unanimously.
 - **2025-2026 Contingency / Fees / Taxes / Insurance / Legal Services Budget (Fiscal Year December 1, 2025 – November 30, 2026)**
Buckmaster presented the 2025-2026 fiscal year budget for the Contingency / Fees / Taxes / Insurance/ Legal Services Budget.
Action Taken: Rezab moved to approve the Contingency/Fees/Taxes/ Insurance/Legal Services Budget. Richardson-Daines seconded the motion, which was approved unanimously.
- **DISI (District Identity and Signage Committee)**
Next Committee Meeting – January 7, 2026 – 1:30 pm
Committee Co-Chairs: Stacey Wagner and Kate Mosley
 - **Project Tracker**
Resolution: Shall the Redwood City Improvement Association Board of Directors authorize the Project Management Fee for the District Identity and Signage Committee from September 2025 - November 2025. \$11,800.00 for 59 hours (see enclosed).
Action Taken: Richardson-Daines moved to approve the Project Tracker. Mosely seconded the motion, which was approved unanimously.
 - **Seasonal Art Activation**
Resolution: Shall the Redwood City Improvement Association authorize the District Identity and Signage Committee to approve the purchase and installation of 2 additional arches with seasonal decor in Zones 1 and 2 not to exceed \$8,000.00.
Buckmaster shared that the next installation will occur in both Zone 1 and Zone 2 in partnership with Balsam Hill.
Action Taken: Radcliffe moved to approve the Seasonal Art Activation. Rezab seconded the motion, which was approved unanimously.
 - **Website Redesign**
Resolution: Shall the Redwood City Improvement Association authorize the District Identity and Signage Committee to work with MBailey Advisors and Christina Altman Designs on a redesign of www.visitrwc.org, not to exceed \$22,000.
Buckmaster shared that the goal of the redesign is not just to focus on updating the

calendar of events and posting locations of available retail spaces, but this will be a complete overhaul of the website. It will include creating a more user-friendly experience as well as new communication channels between the Redwood City Improvement Association's online social network, bi-monthly newsletter, search-engine optimization.

Action Taken: Moseley moved to approve the Website Redesign. Ely seconded the motion, which was approved unanimously

- **RCIA Communications Proposal**

Resolution: Shall the Redwood City Improvement Association authorize the District Identify and Signage Committee to work with MBailey Advisors on content creation, newsletter copywriting, and Annual Report development, not to exceed \$12,000.00 for the fiscal year of December 1, 2025 – November 30, 2026.

Buckmaster shared that MBailey Advisors would work to improve the newsletter by spotlighting members of the board as well as businesses in Redwood City and would provide more of a local feel.

Action Taken: Rezab moved to approve the RCIA Communications Proposal. Wagner Seconded the motion, which was approved unanimously.

- **Olive Public Relations**

- **PR and Social Media Report**

Lazar reported on bi-weekly newsletter performance and recent media coverage, noting increased engagement of the new Art Kiosk installation featuring a mother-son duo. Beatty reported that the "Work, Live, Thrive" campaign launched on Instagram and the story about the Zoppe Family Circus went semi-viral on Instagram reaching over 120,000 individuals and consisted of 25% of total views for the month.

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

Next Committee Meeting – January 7, 2026 – 11:30 am

Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

- **Project Tracker**

Resolution: Shall the Redwood City Improvement Association Board of Directors authorize the Project Management Fee for Sidewalk Operations and Beautification Committee from September 2025 – November 2025. \$5,400.00 for 27 hours (see enclosed).

Action Taken: Richardson-Daines moved to approve the Project Tracker. Wagner seconded the motion, and motion was approved unanimously.

- **Approval of New Flowers**

Resolution: Shall the Redwood City Improvement Association Board authorize the Sidewalk Operations, Beautification and Order Committee to purchase new winter flowers for the 13 flower planters in Zones 1 and 2, not to exceed \$3,500.00.

Buckmaster shared that the fall plants are being pulled from planter boxes with new seasonal ones to replace them. The board discussed future locations of planter boxes to be located.

Action Taken: Rezab moved to approve the Approval of New Flowers. Moseley seconded the motion, and motion was approved unanimously.

- **Parking Management Committee**

Next Committee Meeting – January 7, 2026 – 10:30 am

Committee Co-Chairs: Gloria Arredondo and Veronica Klein

No update.

6. New Business

7. Executive Director's Report

Buckmaster thanked the Board of Directors for another wonderful year of service as Board members of the Redwood City Improvement Association and said working with everyone has been so wonderful. Buckmaster thanked Amanda Anthony for all her help this past year and noted how proud the whole board should be of everything they've accomplished.

8. President's Report

Nadim wished everyone a Happy Holidays.

9. Adjournment

Adjourned at 12:50 pm.

10. Next Board Meeting: Wednesday, January 14, 2026, 12:00 pm - 1:00 pm

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.