



**REDWOOD CITY
IMPROVEMENT
ASSOCIATION**

Board of Directors Meeting

Date: Wednesday, February 11, 2026

Time: 12:00 - 1:00 pm

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

MINUTES:

Present: Adam Ely, Amanda Anthony, Angela Rezab, Ben Paul, Brianna Mariolle, Dani Gasparini, Don Gibson, Gloria Arteaga, Jeri Richardson-Daines, Kate Mosely, Mark Nadim, Paul Gadow, Stacey Wagner

Absent: Ashley Quintana, Gloria Arredondo, Nancy Radcliffe, Veronica Klein

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

Other: Jennifer von Stauffenberg, Eleanor Lazar and Ana Carola Ybarra - Olive Public Relations, Jason Tuan, Councilmember Christopher Sturken

1. Call to Order – President Mark Nadim

President Mark Nadim called the meeting to order at 12:03 p.m.

2. Roll Call/Introductions

President Nadim called the meeting to order and initiated introductions.

3. Approval of Minutes from January 14, 2026, Board of Directors

The January 14, 2026, minutes were reviewed.

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

4. Public Announcements, Public Comment

None

5. Committee Updates:

- **Executive Committee**

President Mark Nadim

No update.

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

Next Committee Meeting – March 4, 2026 – 1:00 pm

Committee Co-Chairs: Stacey Wagner and Kate Mosley

- **Seasonal Arch Activation**

Resolution: Shall the Redwood City Improvement Association Board of Directors authorize the District Identity and Signage Committee to purchase seasonal decorations for the corner activation arches through Balsam Hill, and installation of decorations coordinated with J&A Maintenance for 3 arches in downtown Redwood City Zones 1 and 2, not to exceed \$26,000.

Buckmaster reported that there has been strong social media engagement with the current arch located in zone 1. The District Identity and Signage Committee is working to determine the location of the two additional arches. Balsam Hill has also shared they no longer have the capacity to install the new decorations so J&A Maintenance will now be completing the installation of decorations.

Action Taken: Wagner moved to approve the Seasonal Arch Activation. Arteaga seconded the motion, which was approved unanimously.

- **Olive Public Relations**

- **PR and Social Media Report**

Lazar reported on the performance of the bi-weekly newsletter and recent media coverage, noting that the Domini Hoskins Black History Museum interview with Carolyn Hoskins on KRON 4 generated significant interest and has aired frequently on the station. Social media efforts resulted in 472 new followers and more than 548,000 impressions across all platforms. Stauffenberg introduced Ana Carola Ybarra, Social Media Manager and Content Creator, who will be working hands-on in Redwood City as a local influencer, focusing on building relationships with downtown businesses.

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

Next Committee Meeting – March 4, 2026 – 11:30 am

Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

No update.

- **Parking Management Committee**

Next Committee Meeting – March 4, 2026 – 10:30 am

Committee Co-Chairs: Gloria Arredondo and Veronica Klein

No update.

6. **New Business**

- **Update on the Greater Downtown Area Plan**

Presented by John M. Francis, Principal Planner, City of Redwood City

Francis shared the Greater Downtown Area Plan (GDAP) is currently at the end of its visioning stage after conducting five focus groups and launch of the website. The GDAP is utilizing a systems approach to prioritize mobility and connectivity, land use & economic development, placemaking & public spaces, climate resilience & infrastructure as well as community equality. Francis shared that once in affect, the GDAP will supersede the current Downtown Precise Plan. More information can be found at <https://rwcgreaterdowntown.com/>

7. Executive Director's Report

Buckmaster shared a draft agreement for the Skydio drone, noting that the contract will be between the Redwood City Improvement Association and the City of Redwood City. Buckmaster also highlighted upcoming events facilitated by The San Francisco Peninsula, including Flavors of the Peninsula and a FIFA Guidelines meeting scheduled for February 18, 2026. Additionally, Buckmaster informed the Board of Directors of a potential parcel tax by the Redwood City School District that may appear on the November 2026 ballot, which would impact both commercial and private property owners.

8. President's Report

No update.

9. Adjournment

Adjourned at 1:07 pm.

10. Next Board Meeting: Wednesday, March 11, 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.