



REDWOOD CITY IMPROVEMENT ASSOCIATION

Board of Directors Meeting

Date: Wednesday, January 14, 2026

Time: 12:00 - 1:00 pm

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

MINUTES:

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

Absent: Adam Ely, Ashley Quintana, Gloria Arredondo, Kate Mensely, Nancy Radcliffe, Patrick Heisinger

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

Other: Eleanor Lazar and Cree Beatty - Olive Public Relations

1. Call to Order – President Mark Nadim

President Mark Nadim called the meeting to order at 12:06 p.m.

2. Roll Call/Introductions

President Nadim initiated introductions.

3. Approval of Minutes from December 10, 2026, Board of Directors

The December 10, 2026, minutes were reviewed.

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

4. Public Announcements, Public Comment

None

5. Committee Updates:

- **Executive Committee**
President Mark Nadim

- Resolution: Shall the Redwood City Improvement Association Board accept the resignation of Board Member Patrick Heisinger- City Manager with the City of Redwood City from the Redwood City Improvement Association Board of Directors, and accept replacement of Amanda Anthony, Economic Development Manager with the City of Redwood City to the Redwood City Improvement Association Board of Directors, effective January 14, 2026.

Buckmaster shared that she is excited to have Anthony join the Redwood City Improvement Association Board of Directors and recognized all of the work she does for Redwood City, specifically highlighting her weekly newsletter.

Action Taken: Gasparini moved to approve the resignation and replacement. Richardson-Daines seconded the motion, which was approved unanimously.

- **Extension of the current agreement for the professional administration and project management of Downtown Redwood City Community Benefit District between the RCIA and Chamber San Mateo County:**
Resolution: Shall the Redwood City Improvement Association Board of Directors allow for a 60-day extension of the current agreement. During this time, the existing terms and conditions would remain unchanged. This 60-day term would allow for the successful review and completion of negotiations of successor agreement, final language negotiations and fees confirmation for the 2026-2029 renewal agreement.

Buckmaster reported the extension would allow adequate time for review and negotiations between the Redwood City Improvement Association Executive Committee and the Board of Directors for Chamber San Mateo County to restructure the Agreement in such a way as to include additional details related to project management, timelines, and a clearer budget breakdown; an overall more detailed and up-to-date document.

Action Taken: Rezab moved to approve the 60-day extension. Mariolle seconded the motion, which was approved unanimously.

- **Template Grant Agreement with City of Redwood City:**

Resolution: Shall the Executive Committee recommend to the full Board of the Redwood City Improvement Association Board of Directors to approve a new Template Grant Agreement.

Buckmaster thanked Marc Zafferano, Senior Counsel with Boucher Law for his time drafting the Agreement. Board Members expressed support for the Template Grant Agreement, noting that it addresses a long-standing need. Buckmaster reported that Veronica Ramirez, City Attorney with the City of Redwood City, assisted in drafting the agreement, and that all projects moving forward will utilize a grant agreement defining the project scope and timeline. Board Member Gasparini requested that a payment schedule be included, and Zafferano said yes that can be included as needed.

Action Taken: Gasparini moved to approve the Template Grant Agreement. Mariolle Seconded the motion, which was approved unanimously.

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

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

Committee Co-Chairs: Stacey Wagner and Kate Mosley

- **Olive Public Relations**

- PR and Social Media Report

Lazar reported on bi-weekly newsletter performance and recent media coverage, noting lower click-through rates due to the Holiday Season. Upcoming media will

focus on the new 2026 Art Kiosk Installation as well as Valentine's Day and Lunar New Year in Redwood City. Beatty reported a 4% click rate on Instagram and 2% on Facebook coming in above the industry standard of 1%. The new 2026 Q1 campaign "New Year, New You" will highlight workouts and healthy living in Redwood City. The Work Live Thrive campaign will continue into 2025 highlighting downtown Redwood City as an office and lifestyle district.

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

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

Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

No update.

- **Parking Management Committee**

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

Committee Co-Chairs: Gloria Arredondo and Veronica Klein

No update.

6. New Business

Board Member Gasparini shared that the Greater Downtown Area Plan has expanded since the Board of Directors last heard a presentation regarding the plan. She expressed wanting to have them come back and present to the board once again.

7. Executive Director's Report

Buckmaster thanked the Board of Directors for their support over the last year and Marc Zafferano for all his time on the Grant Agreement.

8. President's Report

No update.

9. Adjournment

Adjourned at 12:45 pm.

10. Next Board Meeting: Wednesday, February 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.