



## REDWOOD CITY IMPROVEMENT ASSOCIATION

### Board of Directors Meeting

**Date:** Wednesday, June 11, 2025

**Time:** 12:00 - 1:00 pm

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

### MINUTES:

**Present:** Angela Rezab, Brianna Mariolle, Dani Gasparini, Don Gibson, Gloria Arredondo, Jeri Richardson-Daines, Kate Mosely, Mark Nadim, Nancy Radcliffe, Patrick Heisinger, Paul Gadow, Stacey Wagner, Veronica Klein

**Absent:** Adam Ely, Gloria Arteaga

**Staff:** Amy Buckmaster – Executive Director, Felicia Basques, Jessica Sanders

**Other:** Eleanor Lazar, Cree Jones-Beatty - Olive Public Relations

**1. Call to Order – Vice President Paul Gadow**

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

**2. Roll Call/Introductions**

*President Mark Nadim called the meeting to order and initiated introductions.*

**3. Approval of Minutes from May 14, 2025 Board of Directors**

*The May 14, 2025 minutes were reviewed.*

***Action Taken: Board Member Gadow moved to approve the minutes. Board Member Radcliffe seconded. The motion was approved unanimously.***

**4. Public Announcements, Public Comment**

*None.*

**5. Committee Updates:**

- **Executive Committee**

- Accept the resignation of Board Member Eileen Kong - Kilroy Realty (property owner) from the Redwood City Improvement Association Board of Directors effective June 1, 2025.

*Buckmaster shared with the Board of Directors that Eileen Kong is no longer with Kilroy Realty. A replacement has not been named, but there is interest from Box to have a seat on the Board of Directors.*

**Action Taken: Rezab moved to approve the resignation of Board Member Eileen Kong. Radcliffe seconded, and the motion was approved unanimously by roll call vote.**

- **Selection of Nominations Committee for 11th Annual Elections to the Board of the RCIA, Chaired by President Mark Nadim, and:**
  - Designate 3 other Board Members to serve with the President of the Board of Directors as the Nomination Committee;
  - Approve Nomination Letter and Application;
  - Set the Annual Meeting for Wednesday, September 10, 2025;
  - Authorize the Nomination Committee to return a list to the Board seats, as per the bylaws, at the September 10, 2025 Annual Meeting.

Basques described the nomination letter and the process of the annual nominations. The letter will be sent to all the downtown property owners, along with the 2023-2024 Annual Report. Property owners will have the choice to nominate themselves to the RCIA Board of Directors no later than August 11, 2025. The Nominations Committee will review all submissions, discuss and set the proposed Board of Directors and Executive Committee Board Members for fiscal year 2025-2026 to then be discussed and approved at the Annual Board of Directors meeting on September 10, 2025.

The Board needs to designate three members to serve with the President to review all property owner and community at large nominations received. Paul Gadow, Stacey Wagner, and Jerri Richardson-Daines were nominated to serve with President Mark Nadim.

**Action Taken: Radcliffe moved to approve the three Board Members to serve with the President in the Nomination Committee. Board Member Gadow seconded. The motion was approved unanimously.**

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

*Next Committee Meeting – September 3, 2025 – 1:00 pm*

Committee Co-Chairs: Stacey Wagner and Kate Mosley

- **Current Project Updates**

- Taste of Downtown Redwood City

*Board Member Buckmaster updated the Board on the Taste of Downtown Redwood City event. The planning process has exceeded projected hours, and current event partners are not fully aligned with the event's vision. A meeting is being scheduled with the coordinators to address next steps.*

- **Olive Public Relations**

- PR and Social Media Report

*The Roots to Rise campaign continues in bi-weekly newsletters. Coverage of Courthouse Square events remains strong. Several interviews were*

*coordinated with the City of Redwood City and the County of San Mateo with local news sources to promote the new County building and 169th County of San Mateo Anniversary Celebration, as well as the many community events in the City of Redwood City. Social media has gained 866 new followers across platforms, with 319k impressions and over 7,300 engagements. Summer influencer content will launch mid-July, with a focus on public art and cultural highlights.*

- **SOBO** (Sidewalk Operations and Beautification Committee)  
*Next Committee Meeting – September 3, 2025 – 11:30 am*  
Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

*Basques reported on the installation of the new planters and shared plans for an official unveiling of the new community piano at 500 County Center in the Fall.*

- **Parking Management Committee**  
*Next Committee Meeting – September 3, 2025 – 10:30 am*  
Committee Co-Chairs: Angela Rezab and Gloria Arredondo

*Board Members were informed that sidewalk decals have been placed to increase pedestrian engagement. Executive Director Buckmaster noted that new garbage cans are en route and that a temporary permit has been issued by Redwood City Public Works to J&A to allow their team to perform maintenance on RCIA planters, garbage cans, etc. with ease.*

## **6. New Business**

- ***The San Francisco Peninsula update***

*Theresa Condon, Sr. Partnership & Community Engagement Manager, from The San Francisco Peninsula gave a presentation on regional marketing and tourism. She noted strong domestic travel to the Peninsula, offsetting the international declines. Additional updates included: FIFA World Cup and Super Bowl expected to boost regional economy, SFP Magazine launching June 26, new website launch expected in September 2025, and ongoing campaigns to educate on the many offerings of San Mateo County.*

## **7. President's Report**

*None.*

## **8. Executive Director's Report**

*Executive Director Buckmaster reported a delay in City disbursements and reviewed current financials, including available carryover funds. The bollards for 2000 Broadway are still pending delivery.*

## **9. Adjournment**

*Adjourned at 1:10 pm.*

**10. Next Board Meeting:** Wednesday, September 10, 2025, 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.*