



**Board of Directors Meeting
Wednesday, March 10, 2021 – 12:00pm**

Location: Via [Zoom Video Conference](#)

MINUTES:

Present: Aaron Aknin, Angela Rezab, Ben Paul, Chris Beth, Dani Gasparini, Don Gibson, Gloria Arteaga, Jason Galisatus, John Fong, Mark Chrzanowski, Mark Nadim, Rosanne Foust

Staff: Amy Buckmaster, Felicia Basques, Maggie Fahey

Other: Olive Creative Strategies: Matthew Van Court

Absent: Alex Khojikian, Cathy Oyster, Jihan Bayyari, Justin Mates, Katie Darling, Mollie Ricker, Stacey Wagner

1. **Call to Order – President Angela Rezab**
Meeting called to order at 12:05 p.m. by President Angela Rezab.
Action Taken: N/A
2. **Introductions**
Rezab went around for introductions.
Action Taken: N/A
3. **Approval of Minutes from January 13, 2021 Board of Directors**
The January 13, 2021 Minutes were reviewed.
Action Taken: Nadim moved to approve the January 13, 2021 minutes. Foust seconded the motion and motion was approved unanimously.
4. **Public Announcements, Public Comment**
Gasparini announced to the Board that the Sequoia Hotel is now in the review process with the City of Redwood City.
5. **New Business:**
None
6. **Committee Updates:**

Executive Committee President Angela Rezab

- A. Accept the resignation of board member Katie Darling, Vice President, Asset Management, Kilroy Realty.
Action Taken: Foust moved to approve the motion. Gasparini seconded the motion and motion was approved unanimously.

SOBO (Sidewalk, Operations and Beautification Committee)

Next Committee Meeting – April 6, 2021 – 11:00am

Committee Co-Chairs: Rosanne Foust & Gloria Arteaga

- A. **RCIA/City of Redwood City Reallocation of Capital Improvement Partnership:**
Resolution: Shall the Sidewalk, Operations and Beautification Committee and the President of the RCIA be authorized to spend and not exceed \$225,000.00 match with the City of Redwood City from carried over funds from the Board approved Sidewalk, Operations and Beautification Budget and Parking Management Budget for the fiscal years of December 1, 2016 - November 30, 2017 and December 1, 2017 - November 30, 2018 towards the purchase of permanent, movable bollards at the East and West ends of Theatre Way.
Foust explained these funds were already approved from 2018, so this is not a new spending ask, it is a reallocation of the spend on a new capital improvement partnership project with the City of Redwood City.
Action Taken: Foust moved to approve the motion. Aknin seconded the motion and motion was approved unanimously.
- B. **RCIA/City of Redwood City Lighting Improvement Partnership:**
Resolution: Shall the Sidewalk, Operations and Beautification Committee and the President of the RCIA be authorized to spend and not exceed \$75,000 match with the City of Redwood City from carried over funds from the Board approved Sidewalk, Operations and Beautification Committee Budget for the fiscal years of December 1, 2016 - November 30, 2017, December 1, 2017 - November 30, 2018, and to spend and not exceed \$25,000.00 match with the City of Redwood City from carried over funds from the Board approved Sidewalk, Operations and Beautification Committee Budget for the fiscal year December 1, 2019 - November 30, 2020 towards the refurbishment of the remaining 225 light poles in the Redwood City Downtown CBID area.
Foust explained that the majority of these funds were also approved in 2018, however the ask of an additional \$25,000.00 is new and would be pulled from carried-over funds to cover the remaining RCIA portion of the lighting project. This project would finish the light poles not included in the Downtown Light Pole Pilot Project from 2020.
Action Taken: Gasparini moved to approve the motion. Aknin seconded the motion and motion was approved unanimously.
- C. **Placemaking Taskforce Update**
Basques shared that during the walkabout on February 25th, New Public Spaces identified five additional locations prime for placemaking, for a total of ten locations. Basques also shared the two tables and chairs styles and colors as proposed by New Public Spaces. The Board expressed their concern regarding the price and quality of the tables and chairs and asked that more research be put into finding the outdoor furniture that will better fit and support the community.

DISI (District Identity and Signage Committee)

Next Committee Meeting – March 30, 2021 – Noon

Committee Co-Chairs: Don Gibson and Stacey Wagner

- A. COVID-19 Report
Buckmaster announced that the COVID-19 Report has been completed and highlights the incredible work of the RCIA Board and their partnering organizations post-pandemic recovery.
- B. Olive Creative Strategies
 - o PR Update
Cullen gave a public relations and social media update for the past month. Social interact was positive. PR received 60 media hits regarding the Superbowl, Valentine's Day, and Eat, Sip & Be reopening downtown.

Parking Management Committee

Next Committee Meeting – April 12, 2021 – 10:00am

Committee Co-Chairs: Aaron Aknin and Ben Paul

Aknin shared that Alex Khojikian with the City of Redwood City will be coming back to the Parking Committee in April to discuss the parklet program and possible partnership between both parties.

- 7. **President's Report**
Rezab had nothing to report.
- 8. **Executive Directors Report**
Buckmaster had nothing to report.
- 9. **Other**
Foust shared with the Board that SAMCEDA is working to partner with the County of San Mateo on a new e-commerce app, Colu. Fong shared that at 55 Perry they will be having an artist paint a large mural on the side of their building beginning in an April.
- 10. **Adjournment**
Meeting adjourned 12:38pm
- 11. **Next Board Meeting: Wednesday, April 14, 2021**

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