



**REDWOOD CITY
IMPROVEMENT
ASSOCIATION**

**Board of Directors Meeting
Wednesday, March 13, 2024
Time: 12:00 – 1:00 pm**

Location: 255 Shoreline Dr. Suite 150, Redwood City, CA 94065

MINUTES:

- Present:** (In-Person) Adam Ely, Alex Livadas, Angela Rezab, Brianna Mariolle, Dani Gasparini, Gloria Arteaga, Jeri Richardson-Daines, Mark Nadim, Nancy Radcliffe, Stacey Wagner (Virtually, via Zoom) Paul Gadow
- Absent:** Ben Paul, Chris Beth, Don Gibson, Henry Sears
- Staff:** Amy Buckmaster – Executive Director, Felicia Basques
- Other:** Jennifer Van Stauffenberg, Eleanor Lazar, and Cree Jones - Olive Creative Strategies

1. Call to Order – President Gloria Arteaga

The meeting was called to order at 12:07 p.m. by President Gloria Arteaga.

2. Roll Call/Introductions

President Arteaga called for introductions. Roll Call was taken as one Board Member attended virtually.

3. Approval of Minutes from February 14, 2024 Board of Directors

The February 14, 2024 Minutes were reviewed.

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

4. Public Announcements, Public Comment

Buckmaster thanked Councilmember Chris Sturken for joining the RCIA Board Meeting today. Sturken said he is looking forward to working with RCIA in the coming year. Wagner announced that Kaiser's Farmers' Market is back on Tuesdays and all are welcome.

Ely shared with the Board Members that the new County building has a move-in date of April/May 2024, and a grand opening will follow. Invitations will be sent out soon. Rezab shared with the Board Members a new commercial proposition, AB 1572, that requires all non-functional grass and/or landscaping to be replaced with functional spaces and/or no-maintenance landscaping by January 2028. Additionally, Rezab shared that Limón should be opening around June 2024.

5. New Business

None.

6. Committee Updates:

- **(Executive Committee) President Gloria Arteaga**
 - Accept the resignation of Board Member Henry Sears - Tishman Speyer - from the Redwood City Improvement Association Board of Directors, effective March 13, 2024.
Buckmaster shared that Henry Sears has left Tishman Speyer and no longer works in the Redwood City Area.
Action Taken: Gasparini moved to approve the resignation of Henry Sears. Radcliffe seconded the motion, and the motion was approved unanimously.
 - CA Form 700 is required for all Redwood City Improvement Association Board of Directors. Must be submitted by March 31, 2024.
Buckmaster and Basques asked that all Board Members submit their Form 700s by the end of the month for the calendar year of 2023.
- **SOBO (Sidewalk, Operations and Beautification Committee)**
Next Committee Meeting – May 1, 2024
Committee Co-Chairs: Nancy Radcliffe and Paul Gadow
 - **Project Tracker**
Project Management Fee for the Sidewalk Operations, Beautification & Order Committee from December 2023 - February 2024. \$3,200.00 for 16 hours (see attached).
Action Taken: Rezab moved to approve the Project Tracker. Nadim seconded the motion, and the motion was approved unanimously.
 - **Flower Planters**
Shall the Redwood City Improvement Association Board of Directors authorize the Sidewalk Operations, Beautification & Order Committee to purchase materials and plants to build 6 additional wooden planter boxes for downtown Redwood City, not to exceed \$12,000.00.
Buckmaster shared that the flower planters have been well received by the public and look great downtown. More planters could be used to help beautify more areas.
Action Taken: Gasparini moved to approve the spend for more planter boxes. Richardson-Daines seconded the motion, and the motion was approved unanimously.
- **DISI (District Identity and Signage Committee)**
Next Committee Meeting – May 1, 2024 – 1:30pm
Committee Co-Chairs: Stacey Wagner and Kate Mosley
 - **Project Tracker**
Project Management Fee for the District Identity and Signage Committee from December 2023 - February 2024. \$6,200.00 for 31 hours (see attached).
Action Taken: Richardson-Daines moved to approve the Project Tracker. Livadas seconded the motion, and the motion was approved unanimously.

- Olive Creative Strategies

- PR Update

- Lazar and Jones gave the PR and Social Media Report sharing that the open rate for the bi-weekly newsletters is still high with an average of over 40%. Over the last month, RCIA has 472 new followers across all platforms, over 295K impressions, and 15K total engagements - a 300% increase from last month.

- **Parking Management Committee**

- Next Committee Meeting – May 1, 2024 – 10:00am*

- Committee Co-Chairs: Henry Sears and Angela Rezab

- Buckmaster shared that she has a meeting with Jeff Schwob, Community Development Director, and Patrick Heisinger Assistant City Manager, with the City of Redwood City to discuss the Pedestrian Mall in more detail.

- More to come at future Redwood City Improvement Association Board of Directors meetings.

7. President's Report

None.

8. Executive Directors Report

Buckmaster shared some announcements: Patrick Heisinger was appointed as the new Assistant City Manager for the City of Redwood City, and Amanda Anthony is the new Economic Development Manager for the City of Redwood City. Heisinger has been a pleasure to work with, and Anthony is an elected school board member in the City of South San Francisco and has a great background in business. They will be a wonderful addition to the City of Redwood City.

9. Adjournment

Adjourned at 12:59pm.

10. Next Board Meeting: April 10, 2024

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.*