



**REDWOOD CITY
IMPROVEMENT
ASSOCIATION**

Board of Directors Meeting

Date: Wednesday, May 8, 2024

Time: 12:00 - 1:00 pm

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

MINUTES:

Present: Adam Ely, Brianna Mariolle, Don Gibson, Gloria Arteaga, Jeri Richardson-Daines, Mark Nadim, Patrick Heisinger, Paul Gadow, Stacey Wagner

Absent: Alex Livadas, Angela Rezab, Ben Paul, Dani Gasparini, Nancy Radcliffe

Staff: Amy Buckmaster – Executive Director, Felicia Basques

Other: Chris Sturken - City of Redwood City, City Council, Eleanor Lazar – Olive Public Relations, Cree Jones - Olive Public Relations, Gloria Arredondo - Dostart Development

1. Call to Order – President Gloria Arteaga

The meeting was called to order at 12:07 p.m.

2. Roll Call/Introductions

President Gloria Arteaga called for introductions. No roll call was needed as all board members were present in person.

3. Approval of Minutes from April 10, 2024 Board of Directors

The April 10, 2024 Minutes were reviewed.

Action Taken: Wagner moved to approve the minutes. Mariolle seconded the motion and the motion was approved unanimously.

4. Public Announcements, Public Comment

Councilmember Sturken gave an update on the Pedestrian Mall and shared that the City Council is looking into electronic billboards within Redwood City. He also shared his public office hours will be at Blooms giving on Saturday from 10 - 12pm.

5. Committee Updates:

- **(Executive Committee)** President Gloria Arteaga
No update.

- **SOBO** (Sidewalk Operations and Beautification Committee)
Next Committee Meeting – July 3, 2024 – 11:30 am
Committee Co-Chairs: Nancy Radcliffe and Paul Gadow
 - **Placemaking: Tables and Chairs**
Shall the Redwood City Improvement Association Board of Directors authorize the Sidewalk Operations, Beautification, and Order Committee to purchase new tables (10) and chairs (40), including ADA-compliant tables (2), for placement in Zone 1 and Zone 2 not to exceed \$30,000.00.
Board Member Gadow shared with the Board the plan to create one - two more placemaking locations within downtown Redwood City with tables, chairs and ADA-compliant tables as well.
Action Taken: Nadim moved to approve the placemaking purchase. Ely seconded the motion and the motion was approved unanimously.

 - Project Updates: Planters, Pianos
Basques gave an update on the planters and the pianos sharing that the new planters are at Wegman's Nursery for planting, and that she will be meeting with the New Economic Development Manager, Amanda Anthony, in the coming week to discuss the pianos.

- **DISI (District Identity and Signage Committee)**
Next Committee Meeting – July 3, 2024 – 1:30 pm
Committee Co-Chairs: Stacey Wagner and Kate Mosley
 - Social Media Influencer Update
Jones gave an update on the details of the influencer program and how a partnership would work. The overall cost would be determined by the influencers' rates and what they provide, and will be a reallocation of the current social media budget - not an additional investment.

 - Olive Creative Strategies - PR Update
Lazar and Jones gave the PR and Social Media Report. Over the last month, RCIA has gained 218 new followers across all platforms, over 146K impressions, and 3.9K total engagements. Additionally, the RCIA gifs have reached over 1M views.

- **Parking Management Committee**

Next Committee Meeting – July 3, 2024 – 10:30 am

Committee Chair: Angela Rezap

- **Outdoor Business Activity Program Update**

Buckmaster gave an update on the Outdoor Business Activity Program.

Christian Hammock from the City of Redwood City gave an update at the Parking Management Committee Meeting on May 1st: 56 applications have been received, the first application has been approved (Teriyaki Madness).

Board Member Heisinger said his team is going to Council in June to present new verbiage for approval regarding Property Owner acknowledgement for Outdoor Business Permits.

6. New Business

Board Member Ely shared that 200 employees will be moving into the new County building very shortly.

7. President's Report

None.

8. Executive Directors Report

Buckmaster shared with the Board that she has begun working with Wang Accountancy for preparation of the 2023 990 taxes along with the annual review. Additionally, just a reminder that the Board of Directors Annual Ballot and Nomination Committee will be on the June RCIA Board agenda.

9. Adjournment

The meeting adjourned at 12:46 pm.

10. Next Board Meeting: June 12, 2024

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