



## REDWOOD CITY IMPROVEMENT ASSOCIATION

### Board of Directors Meeting

**Date:** Wednesday, May 14, 2025

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

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

### MINUTES:

**Present:** Adam Ely, Angela Rezab (virtually), Brianna Mariolle, Dani Gasparini, Gloria Arredondo, Gloria Arteaga, Jeri Richardson-Daines, Kate Mosely, Nancy Radcliffe, Paul Gadow, Stacey Wagner, Veronica Klein, Amanda Anthony (alternate for P. Heisinger)

**Absent:** Don Gibson, Eileen Kong, Mark Nadim, Patrick Heisinger

**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**

*Vice President Paul Gadow called the meeting to order at 12:04 p.m.*

**2. Roll Call/Introductions**

*Vice President Gadow called the meeting to order and initiated introductions and roll call, noting that Board Member Rezab was attending virtually.*

**3. Approval of Minutes from March 12, 2025 Board of Directors**

*The March 12, 2025 minutes were reviewed.*

***Action Taken:** Radcliffe moved to approve the minutes. Mosley seconded the motion, Board Member Gasparini abstained as she was absent at the March 12, 2025 Board meeting, motion was approved unanimously via roll call.*

**4. Public Announcements, Public Comment**

*None.*

**5. Committee Updates:**

- **Executive Committee**  
*No update*

- **Parking Management Committee**

*Next Committee Meeting – July 2, 2025 – 10:30 am*

Committee Co-Chairs: Angela Rezab and Gloria Arredondo

- **Project Tracker**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association authorize the Project Management Fee for the Parking Management Committee from December 2024 – April 2025.

\$800 for 6 hours (see enclosed).

**Action Taken: Gasparini moved to approve 6 hours at a total cost of \$800. Radcliffe seconded, and the motion was approved unanimously by roll call vote.**

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

*Next Committee Meeting – July 2, 2025 – 11:30 am*

Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

- **Project Tracker**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association authorize the Project Management Fee for the Sidewalk Operations, Beautification & Order Committee from December 2024 – April 2025. \$4,400 for 22 hours (see enclosed).

**Action Taken: Richardson-Daines moved to approve 22 hours at a total cost of \$4,400. Arteaga seconded, and the motion was approved unanimously by roll call vote.**

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

*Next Committee Meeting – July 2, 2025 – 1:00 pm*

Committee Co-Chairs: Stacey Wagner and Kate Mosley

*Board Member Wagner shared with the board updates on the Taste of Downtown Redwood City Event.*

- **Project Tracker**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association authorize the Project Management Fee for the District Identity & Signage Committee for December 2024 - April 2025.

\$14,800 for 74 hours (see enclosed).

**Action Taken: Radcliffe moved to approve 74 hours at a total cost of \$14,800. Anthony seconded, and the motion was approved unanimously by roll call vote.**

- **Taste of Downtown Redwood City Planning Services**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association approve the cost of event planning services by Ani & Cat LLC not to exceed \$22,000.

**Action Taken: Arteaga moved to approve the cost of event planning services by Ani & Cat LLC not to exceed \$22,000. Radcliffe seconded the motion, and the motion was approved unanimously via roll call.**

○ **Olive Public Relations**

● PR and Social Media Report

*Lazar with Olive Public Relations reported continued progress on newsletters and media outreach, highlighting recent initiatives including the Mother's Day event, Art Kiosk promotion, and features on women-owned Redwood City businesses. Jones-Beatty with Olive Public Relations provided a social media update, noting 393 new followers, earning 4.9k of total engagement. Highlights include the Roots to Rise campaign, and the Mother's Day influencer partnership which garnered over 30k views and more than 250 entries into our influencer giveaway post.*

**6. New Business**

***Project introduction and update on Greater Downtown Area's plan***

*John M. Francis, Principal Planner with the City of Redwood City presented a high level background and intro into the Greater Downtown Area Plan in Redwood City. The plan kicked-off in Fall 2024 and contains key topics of land use, transportation, land design and public spaces, economic vibrancy, historic and cultural preservation, infrastructure and climate resiliency.*

**7. Executive Director's Report**

*None.*

**President's Report**

*None.*

**8. Adjournment**

*Adjourned at 1:08 pm.*

**9. Next Board Meeting: Wednesday, July 9, 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.*