



REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION

**Board of Directors Meeting  
Wednesday, November 8, 2023  
Time: 12:00 – 1:00 pm**

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

**MINUTES:**

**Present:** *In Person:* Alex Livadas, Angela Rezab, Brianna Mariolle, Chris Beth, Dani Gasparini, Don Gibson, Gloria Arteaga, Henry Sears, Mark Nadim, Nancy Radcliffe, Paul Gadow, Stacey Wagner  
*Virtually:* Ben Paul

**Absent:** Adam Ely, Jeri Richardson-Daines

**Staff:** Amy Buckmaster – Executive Director, Felicia Basques, Nicole Gallosa

**Other:** *Virtual:* Patrick Heisinger, City of Redwood City, Eleanor Lazar – Olive Public Relations, Cree Jones, Olive Creative Strategies

1. **Call to Order – President Gloria Arteaga**  
Meeting called to order at 12:04 p.m. by Vice President Paul Gadow.
2. **Roll Call/Introductions**  
Vice President Gadow asked for Roll Call. After Roll Call, President Arteaga arrived and Vice President Gadow handed over the Board Meeting to Arteaga to finish running.
3. **Approval of Minutes from October 11, 2023 Board of Directors**  
The October 11, 2023 Minutes were reviewed.  
**Action Taken: Radcliffe moved to approve the minutes. Gibson seconded the motion and motion was approved unanimously.**
4. **Approval of Minutes from October 25, 2023 Board of Directors**  
The October 25, 2023 Minutes were reviewed.  
**Action Taken: Radcliffe moved to approve the minutes. Gibson seconded the motion and motion was approved unanimously.**
5. **Public Announcements, Public Comment**  
Rezab shared that Teriyaki Madness is opening on Tuesday, November 14, 2023, Limón is opening in February 2024, and Ocean Bar is opening in March 2024.
6. **New Business**
  - **Welcome Interim Assistant City Manager Patrick Heisinger**  
*Introduction and Update on the Outdoor Business Activity Permit Program*  
Heisinger gave an overview of the current status of the Outdoor Business Activity Permit Program. There are 45 total applications, 21 are in planning for review, 4 are in engineering for review. The team is expecting 6-8 applications to be approved in early December, and comments for all remaining applications to be sent to the applicant by mid-November. Additionally, Heisinger plans to go to City Council in December 2023 or January 2024 with program modifications to the property owner/liability section of the application; the specifics of which are still to be determined. The team lead on these applications is Jonah Glen and Terrence Grindall is the contact for any policy related questions.
7. **Committee Updates:**
  - **(Executive Committee)** President Gloria Arteaga

- **Resolution:** The Board is requested to authorize the Executive Committee, at its sole discretion, to review the work of the CBID Management entity, Chamber San Mateo County, and grant an annual bonus amount not to exceed \$36,000, to be paid out of the Contingency reserve. This bonus shall be considered at the end of each CBID fiscal year. This bonus amount is based upon performance above and beyond the expectations of the Board as well as the overall improvement in the CBID area.

The Board thanked the Chamber San Mateo County team for their work over the last year.

**Action Taken: Radcliffe moved to approve the annual bonus. Nadim seconded the motion, and the motion was approved unanimously.**

- **2023-2024 Administration/Corporate Operations Budget**

(Fiscal Year December 1, 2023 – November 30, 2024)

Buckmaster presented the 2023-2024 fiscal year budget, calling out the updated percentages, as proposed and approved at the October 25<sup>th</sup> Board Meeting.

**Action Taken: Rezab moved to approve the Administration/Corporate Operations Budget. Gadow seconded the motion, and the motion was approved unanimously.**

- **2023-2024 Contingency/City and County Fees/Reserves Budget**

(Fiscal Year December 1, 2023 – November 30, 2024)

Buckmaster shared with the Board of Directors the updated Contingency/City and County/Fees Reserves Budget.

**Action Taken: Rezab moved to approve the Contingency/City and County Fees/Reserves Budget. Gadow seconded the motion, and the motion was approved unanimously.**

- Amend and Accept the Professional and Administrative Services Agreement between the Redwood City Improvement Association and Chamber San Mateo County.

As requested at the October 25<sup>th</sup> Board Meeting, Buckmaster presented the Board of Directors with a breakdown of the annual expenses for Chamber San Mateo County to run the Redwood City Improvement Association. Chamber San Mateo County has not asked for reimbursement in the past, but would like to begin doing so this year. The Board thanked Buckmaster for the breakdown.

Buckmaster also presented the updated Professional and Administrative Services Agreement, noting the updates that were made. Buckmaster also announced that she worked with the committee co-chairs to move all committees to meet the same day, every other month. This will make attendance easier for those who sit on multiple committees. Board meetings will remain monthly.

Board member Sears shared that the work performed by Buckmaster and her team is “top notch”, and ensuring the Chamber is compensated for their work “is critical to the success” of the Redwood City Improvement Association.

**Action Taken: Gasparini moved to approve the amended Professional and Administrative Services Agreement. Radcliffe seconded the motion, and the motion was approved unanimously.**

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

*\*Next Committee Meeting – December 6, 2023 – 3:00pm*

*New meeting schedule is every other month, beginning January 2024*

Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

- **2023-2023 Sidewalk Operations, Beautification and Order Committee for Suggested Percentage Breakdown of Budget:**  
Fiscal Year December 1, 2023 – November 30, 2024  
Gadow and Buckmaster presented the new Sidewalk Operations, Beautification and Order budget.  
**Action Taken: Gasparini moved to approve the Sidewalk Operations, Beautification and Order Budget. Nadim seconded the motion, and the motion was approved unanimously.**

- **Renewal of the Redwood City Improvement Association Public Art Exhibition Project Resolution**  
Shall the SOBO Committee be authorized to spend \$50,000.00 for the continual operation of Art Kiosk for art installations in the Courthouse Square kiosk in 2024 in partnership with Fung Collaboratives.  
Buckmaster informed the Board that Fung Collaboratives and RCIA will be continuing with the extension of the successful Art Kiosk Public Art Project in 2024. This program has been very successful and draws great media attention.  
**Action Taken: Gasparini moved to approve the renewal of the Art Kiosk program. Rezab seconded the motion, and the motion was approved unanimously.**

- **DISI (District Identity and Signage Committee)**  
*\*Next Committee Meeting – December 6, 2023 – 1:30pm*  
*New meeting schedule is every other month, beginning January 2024*  
Committee Co-Chairs: Stacey Wagner and Kate Mosely

- **2023-2024 District Identity and Signage Committee for Suggested Percentage Breakdown of Budget:**  
Fiscal Year December 1, 2023 – November 30, 2024  
Wagner gave an update on the new budget that the DISI Committee approved in October. The committee discussed reducing the cost of social media ads as the cost per ad was becoming very high. Instead, Olive would work on more strategic ad placements in the new year.  
**Action Taken: Beth moved to approve the District Identity and Signage Committee Budget. Gibson seconded the motion, and the motion was approved unanimously.**

- **Holiday Decorations Discussion and Resolution**  
Shall the Redwood City Improvement Association’s District Identity and Signage Committee recommend working with The Holiday Light Pros for Holiday Decorations and Lighting within the Downtown CBID Zone 1 and Zone 2 not to exceed \$30,000.00.  
Wagner shared that the Chamber team researched other vendors for the installation of holiday lights and decorations, but The Holiday Light Pros were the most affordable option. Since the holiday décor is enjoyed by the community, the committee wants to move forward and work with The Holiday Light Pros again this year.  
**Action Taken: Radcliffe moved to approve the Holiday Decoration and Lighting. Gibson seconded the motion, and the motion was approved unanimously.**

- **Olive Creative Strategies**
  - PR Update

Lazar gave the PR and Social Media Report sharing that the average open rate for the bi-weekly newsletters is strong, over 43% (up 3% from last month) and

the focus for PR has been the many events on the square. NBC and ABC came out for Dia de Los Muertos, and it was featured on-air. Over the last month, RCIA has 305 new followers across all platforms, over 304,000 impressions, and 7,600 total engagements. Giphy has increased to 898,000 views.

- **Parking Management Committee**  
*Next Committee Meeting – November 13, 2023 – 9:00am*  
Committee Chair: Henry Sears and Angela Rezab  
Update under New Business.

**8. President's Report**

None

**9. Executive Directors Report**

None

**10. Adjournment**

Adjourned at 1:00pm.

**11. Next Board Meeting:** Wednesday, December 13, 2023

**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.*