



REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION

**Board of Directors Meeting**  
**Wednesday, October 11, 2023**  
**Time: 12:00 – 1:00 pm**

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

**MINUTES:**

- Present:** *In Person:* Alex Livadas, Ben Paul, Stacey Wagner  
*Virtually:* Angela Rezas, Gloria Arteaga, Jeri Richardson-Daines, Paul Gadow
- Absent:** Adam Ely, Brianna Mariolle, Henry Sears, Chris Beth, Dani Gasparini, Don Gibson, Mark Nadim, Nancy Radcliffe
- 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, Jennifer Van Stauffenberg – Olive Public Relations
1. **Call to Order – President Gloria Arteaga**  
Meeting called to order at 12:14 p.m. by President Arteaga.
  2. **Roll Call/Introductions**  
President Arteaga asked for a Roll Call.
  3. **Approval of Minutes from September 13, 2023 Board of Directors** **Action Item**  
No in-person quorum. No action taken.
  4. **Public Announcements, Public Comment**  
None.
  5. **New Business**
    - **Welcome Interim Assistant City Manager Patrick Heisinger**  
*Introduction and Update on the Outdoor Business Activity Permit Program*  
Due to technology issues via Zoom, Patrick Heisinger was unable to present. Buckmaster apologized for the technology issues and asked if could return for the November 8<sup>th</sup> Board of Directors Meeting to give his update on the Outdoor Business Activity Permit Program.
  6. **Committee Updates:**
    - **(Executive Committee) President Gloria Arteaga**
      - **Fiscal Year December 1, 2021 – November 30, 2022 Report of Independent Auditor and Financial Statements** **Action Item**  
No in-person quorum. No action taken.

- **2023-2024 Committee Chair/Co-Chair Appointments**

**Action Item**

- Sidewalk Operations, Beautification and Order
- District Identity and Signage
- Parking Management Committee

No in-person quorum. No action taken.

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

*\*Next Committee Meeting – November 1, 2023 – 3:00pm*

Committee Co-Chairs: Nancy Radcliffe

- Update on Current Approved Project Spends  
Basques gave a brief update on the planters and piano projects. Both are nearing completion in the next month or so.

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

*\*Next Committee Meeting – October 31, 2023 – 12:00pm*

Committee Co-Chairs: Don Gibson and Stacey Wagner

- **Hamilton Tree Lighting Partnership with the City of Redwood City**  
*Shall the Redwood City Improvement Association DISI Committee recommend a partnership with the City of Redwood City to restring the lights on the two large Hamilton Trees, not to exceed \$25,000.00.*

**Action Item**

No in-person quorum. No action taken.

- **Holiday Carolers**  
*Shall the Redwood City Improvement Association DISI Committee recommend a spend for Holiday Carolers for up to 3 days in November/December to stroll through downtown Redwood City, not to exceed \$2,100.00.*

**Action Item**

No in-person quorum. No action taken.

- **Project Tracker**  
*Project Management Fee for District Identity & Signage from April 2023 – August 2023. \$8,500 for 85 hours (see enclosed).*

**Action Item**

No in-person quorum. No action taken.

- Olive PR
  - PR and Social Media Report  
Jones and Lazar gave the PR and Social Media Report sharing that the average open rate for the newly designed bi-weekly newsletters is 40%, and the focus for PR has been the many upcoming events on the square and the new restaurant openings of Ocean Bar & Grill and Curry Pizza House. Over the last month, reports have shown strong analytics of over 2,720 impressions, 5,500 total engagements and 502 new followers over all social platforms.

- **Parking Management Committee**  
*Next Committee Meeting – November 13, 2023 – 9:00am*  
Committee Chair: Henry Sears

No Update

**7. President's Report**  
None.

**8. Executive Directors Report**

- Fiscal Year December 1, 2023 – November 30, 2024 Redwood City Improvement Association Budget **Action Item**  
No in-person quorum. No action taken.  
Buckmaster expressed to the Board of Directors how important it is for everyone to attend the Board Meetings, and if you cannot attend then we need to know in advance. A Doodle Poll will be going out in the next 24 hours so a special Board meeting can be scheduled prior to the November 8<sup>th</sup> Board Meeting for action items on this agenda.

**9. Adjournment**  
Adjourned at 12:27pm.

**10. Next Board Meeting:** Wednesday, November 8, 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.*