



REDWOOD CITY IMPROVEMENT ASSOCIATION

Board of Directors Meeting

Date: Wednesday, October 8, 2025

Time: 12:00 - 1:00 pm

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

MINUTES:

Present: Adam Ely, Angela Rezab, Ashley Quintana, Brianna Mariolle, Dani Gasparini, Don Gibson, Gloria Arredondo, Jeri Richardson-Daines, Kate Mosely, Mark Nadim, Nancy Radcliffe, Paul Gadow, Stacey Wagner, Veronica Klein

Absent: Ben Paul, Gloria Arteaga, Patrick Heisinger

Staff: Amy Buckmaster – Executive Director, Felicia Basques, Allison Follett

Other: Silvia Rodrigues - Olive Public Relations

1. Call to Order – President Mark Nadim

President Mark Nadim called the meeting to order at 12:09 p.m.

2. Roll Call/Introductions

- **Welcome our new Board Members Ben Paul and Ashley Quintana**

President Mark Nadim called the meeting to order and initiated introductions.

New Board member Ashley Quintana introduced herself. New board member Ben Paul was not present.

3. Approval of Minutes from September 10, 2025, Board of Directors

The September 10, 2025, minutes were reviewed.

Action Taken: Board Member Radcliffe moved to approve the minutes. Board Member Gadow seconded. The motion was approved unanimously.

4. Public Announcements, Public Comment

Board member Gasparini shared that the Redwood City Police Department has acting officers who are educating and enforcing the City of Redwood City's new non-smoking ordinance.

5. Executive Director's Report

- **Fiscal Year December 1, 2025 – November 30, 2026, Redwood City Improvement Association Budget**

Buckmaster presented the new budget for fiscal year December 1, 2025 - November 30, 2026. Buckmaster thanked the county and city partners for their work in identifying an adjustment to last year's County Assessment Report, which has now resulted in additional funds being available for the upcoming fiscal year

Action Taken: Radcliffe moved to approve the Fiscal Year Budget for December 1, 2025-November 30, 2026. Wagner seconded the motion, which was approved unanimously.

Buckmaster shared with the board the FY 2023-2024 Financial Review was received and reported that once again the RCIA has achieved an A+ approval rating. The financial review will be coming to the board for approval in November 2025.

6. Committee Updates:

- **Executive Committee**
President Mark Nadim

- **2025 - 2026 Committee Chair/Co-Chair Appointments**

- **Sidewalk Operations, Beautification and Order**

Board member Gasparini nominated board members Radcliffe and Gadow to serve as co-chairs for another year.

- **District Identity and Signage**

Board members Wagner and Mosley volunteered to stay on as co-chairs.

- **Parking Management**

Board Member Arredondo agreed to stay on as co-chair if another board member would serve alongside her. Board member Klein volunteered to serve as co-chair with board member Arredondo.

Action Taken: Gadow moved to approve the co-chair nominations set forth by the Board members. Richardson-Daines seconded the motion, which was approved unanimously.

- **Parking Management Committee**

Next Committee Meeting – November 5, 2025 – 10:30 am

- **Committee Updates**

- **Pedestrian Mall Bollards**

Buckmaster shared with the board an email received from the City of Redwood City requesting the additional \$75,000 previously approved in April 2024 to apply towards the purchase and installation of bollards for the Pedestrian Mall. When approved, it was agreed that the additional \$75,000 would be provided after the bollards were installed. Given the first \$75,000 has not yet been spent towards the bollards as originally agreed upon, board members suggested providing the additional \$75,000 with the request of creating an oversight committee, setting milestones and expectation dates, and a potential MOU for this and any future capital improvement project partnerships.

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

Next Committee Meeting – November 5, 2025 – 11:30 am

- Committee Updates

- Art Kiosk
- Pianos

Basques gave an update on the newest art kiosk exhibition which included open hours for visitors to come inside and take photos and shared the date of November 12 as the potential grand opening for the community piano “living the life” currently housed at the County of San Mateo building.

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

Next Committee Meeting – November 5, 2025 – 1:00 pm

- Committee Updates

- Corner Seasonal Activations
- Holiday Carolers
- Flower Planters

Board member Wagner provided updates on district identity and signage committee projects. The seasonal arch installation date is scheduled for October 9, 2025, the four holiday caroler dates have been confirmed (12/9, 12/13, 12/18, 12/23), RCIA signage will be added to the flower planters this week and the fall and veterans banners will be installed the following week.

- **Olive Public Relations**

- PR and Social Media Report
- Influencer Partnership

Silvia with Olive Public Relations reported that the recent influencer collaboration received 40,000 views and had an engagement rate of 4.5% which is above industry standard. She noted that the newsletter highlighted Hispanic Heritage Month and the new public art on the pedestrian bridge on Winslow St. RCIA social media generated 221,000 impressions, 3,400 total engagements, and gained 91 new followers across all platforms.

7. President's Report

None

8. Adjournment

Adjourned at 1:26 pm

9. Next Board Meeting: Wednesday, November 12, 2025

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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.