



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

**Board of Directors Meeting
Wednesday, January 8, 2020 – 12:00pm**

Location: Redwood City-San Mateo County Chamber of Commerce
1450 Veterans Boulevard, Redwood City, CA 94063

MINUTES:

Present: Aaron Aknin, Alex Khojikian, Angela Rezab, Ben Paul, Cathy Oyster, Don Gibson, Electra McBurnie, Gloria Arteaga, Jason Galisatus, Justin Mates, Mollie Ricker, Rosanne Foust,

Staff: Amy Buckmaster, Maggie Fahey, Felicia Basques

Absent: Chris Beth, Dani Gasparini, Jihan Bayyari, Lisa Soutter, Mark Chrzanowski, Stacey Wagner

Other: Olive PR Strategies via Dial In.

1. Call to Order – President Don Gibson

Meeting called to order at 12:23 p.m. by Vice President Angela Rezab.

Action Taken: N/A

2. Introductions

Rezab went around for introductions.

Action Taken: N/A

3. Approval of Minutes from December 11, 2019 Board of Directors

The December 11, 2019 Minutes were reviewed.

Action Taken: Foust moved to approve the December 11, 2019 minutes. Rezab seconded the motion and motion was approved unanimously.

4. Public Announcements, Public Comment

Buckmaster shared there was an incident the night before with one of the J & A Maintenance crew members getting a chair thrown at them, and tables and chairs were found broken this morning. RCIA staff is working with the Redwood City Police to address the problem and find a course of action.

6. Committee Updates:

(Executive Committee) Don Gibson

• **Approval of Renewal of Administrative Agreement**

Resolution: The Redwood City Improvement Association shall enter into an agreement with the Redwood City-San Mateo County Chamber of Commerce to continue to administer the RCIA CBID, January 15, 2020 through January 14, 2023.

Action Taken: Oyster moved to approve the agreement. McBurnie seconded the motion and motion was approved unanimously.

- Accept the resignation of board member Eric Lochtefeld, Owner, Fox Venues representing the Property Owner percentage effective January 1, 2020.

Action Taken: Rezab moved to approve Eric Lochtefeld's resignation. Aknin seconded the motion and motion was approved unanimously.

- Accept the resignation of board member Lori Lochtefeld, Owner, Fox Venues representing the Property Owner percentage effective January 1, 2020.
Action Taken: Rezab moved to approve Lori Lochtefeld's resignation. Aknin seconded the motion and motion was approved unanimously.

(Parking Management Committee) Ben Paul and Aaron Aknin

Next Committee Meeting – January 13, 2020 – 9:00am

Aknin and Paul shared that Christian Hammack from the City of Redwood City will be presenting to the Parking Committee on both the parking guidance and wayfinding signs.

(SOBO Committee) Rosanne Foust & Gloria Arteaga

Next Committee Meeting – February 4, 2020 – 11:00am

- Placemaking Proposal Update
Foust shared that Marco Li Mandri, New City America, presented to the SOBO committee on potential placemaking opportunities.

(DISI Committee) Stacey Wagner and Don Gibson

Next Committee Meeting – January 28, 2020 – 12:00pm

- Holiday Event: Carolers
Basques shared the success of the carolers. They drew families, and had a crowd on both sides of the street in Courthouse Square.
- Olive Creative Strategies
 - Update on videos
P. Bukhova said the 60 second and 30 second videos are still in production, but will be finalized within the week.
 - PR Update
M. Balicoco gave an update on Olive's PR efforts and the interest received about the public art. They are still working to find the right day/time to maximize the bi-weekly newsletter's open and click rate, and said they will now try Friday at 8am. Top performing content was anything holiday-related.

7. President's Report

Gibson had nothing additional to report.

8. Executive Directors Report

- Review of December 2019 Financials

Buckmaster briefly reviewed the December 2019 financials stating this is the beginning of the RCIA's fiscal year.

9. Other

Khojikian shared that he will be coming back to the Streetscape Task Force in February with updated timelines and cost proposals.

RCIA staff shared photos taken by J & A Maintenance of their crew working side by side with the Downtown Streets Team.

10. Adjournment

Meeting adjourned at 1:02pm.

Action Taken: N/A

11. Next Board Meeting: February 12, 2020

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