



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

**Board of Directors Meeting
Wednesday, December 11, 2019 – 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, Chris Beth, Electra McBurnie, Eric Lochtefeld, Gloria Arteaga, Jason Galisatus, Justin Mates, Mark Chrzanowski, Mollie Ricker, Rosanne Foust, Stacey Wagner
On the phone: Don Gibson, Lori Lochtefeld
- Other:** **Olive PR:** Maddie Balicoco, Parisa Bukhova; Downtown Streets Team: Chris Richardson, Matty Shirer; City of Redwood City: Teri Chin
- Staff:** Amy Buckmaster, Maggie Fahey, Felicia Basques
- Absent:** Dani Gasparini, Iliana Rodriguez, Jihan Bayyari, Lisa Soutter

1. **Call to Order – Vice President Angela Rezab**
Meeting called to order at 12:09 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 November 13, 2019 Board of Directors**
The November 13, 2019 Minutes were reviewed.
Action Taken: Foust moved to approve the November 13, 2019 minutes. Galisatus seconded the motion. The motion was approved unanimously.
4. **Public Announcements, Public Comment**
5. **New Business**
 - A. Redwood City Homeless Services Program
Presented by Teri Chin, Human Resources Manager, City of Redwood City, Chris Richardson, DST Chief Program Officer, and Matty Shirer, DST Program Manager for Redwood City

The Downtown Streets Team, Chris Richardson and Matty Shirer, gave a presentation to the Board on who the Downtown Streets Team is and what they do. Redwood City is the 15th city in California to have a DST program in place. Redwood City's DST program was established on October 24, 2019 and already has a team of 15.

6. Committee Updates:

(Executive Committee) Vice President Angela Rezab

- A. Accept the resignation of board member Iliana Rodriguez, Deputy County Manager, County of San Mateo, and appoint Justin Mates, Deputy County Manager, County of San Mateo to the Board of Directors to serve the remainder of the term expiring September 2020.

Action Taken: Wagner moved to approve the motion. Khojikian seconded the motion and motion was approved unanimously.

(Parking Management Committee) Ben Paul and Aaron Aknin

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

- A. 2020 Parking Management Committee Budget
(Fiscal Year December 1, 2019 – November 30, 2020)

Action Taken: Foust moved to approve the Parking Management Committee Budget. Artega seconded the motion and motion was approved unanimously.

(SOBO Committee) Rosanne Foust & Gloria Arteaga

Next Committee Meeting – January 7, 2020 – 11:00am

- A. Banner Update

Basques gave an update stating the banners have been ordered and are being prepared at the printers.

Action Taken: N/A

(DISI Committee) Stacey Wagner and Don Gibson

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

- A. PR Update - Olive Creative Strategies

Wagner shared that the DISI Committee is currently working with Olive to produce a series of new videos. There will be a 30 sec, 1 min, and 2 min videos that are being shot today after the Board meeting.

Olive PR Representatives Balicoco and Bukhowa gave an in-depth update on the PR and Social Media for the month of November. They shared the success and details of the online survey, secured pitches for the Art Kiosk with SF Fun Cheap, Patch.com on 3 different sites, and MSN.com, and the increase in traffic to the website through social media links. In addition, the RCIA has continued to grow steadily on all social media platforms by 3% across the board; local art and holiday posts continue to be the favorite amongst followers.

Action Taken: N/A

7. President's Report

No report to give at this time.

Action Taken: N/A

8. Executive Directors Report

A. End of 2019 Fiscal Year Financial Report. Buckmaster reviewed the fiscal year-end financials with the Board.

9. Other

Buckmaster shared with the Board that both Eric and Lori Lochtefeld will be resigning from the board at the first of the year. Buckmaster thanked both Eric and Lori for their countless hours and dedication to serving on the RCIA Board of Directors and working so hard to make downtown Redwood City as wonderful as it is. The Board all agreed and thanked Eric and Lori saying they are leaving Redwood City a better place.

10. Adjournment

Meeting adjourned at 1:00pm.

Action Taken: N/A

11. Next Board Meeting: January 8, 2020

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 1450 Veterans Boulevard, Suite 125, Redwood City, CA 94063. 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.