



**Board of Directors Meeting
Wednesday, February 12, 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, Cathy Oyster, Chris Beth, Don Gibson, Electra McBurnie, Gloria Arteaga, Jason Galisatus, Mark Chrzanowski, Mollie Ricker, Rosanne Foust, Stacey Wagner

Staff: Amy Buckmaster, Maggie Fahey, Felicia Basques

Other: Parisa Bukhowa, Maddie Balicoco (on the phone)

Absent: Ben Paul, Dani Gasparini, Jihan Bayyari, Justin Mates, Lisa Soutter

1. Call to Order – President Don Gibson

Meeting called to order at 12:09 p.m. by President Don Gibson.

Action Taken: N/A

2. Introductions

Gibson went around for introductions.

Action Taken: N/A

3. Approval of Minutes from January 8, 2020 Board of Directors

The January 8, 2020 Minutes were reviewed.

Action Taken: Foust moved to approve the January 8, 2020 minutes. Oyster seconded the motion and motion was approved unanimously. Wagner and Chrzanowski abstained.

4. Public Announcements, Public Comment

None

6. Committee Updates:

(Executive Committee) Don Gibson

- Approval of Donation of two touchscreen Kiosks to the Redwood City Public Library
Action Taken: Wagner moved to approve the donation. Beth seconded the motion and motion was approved unanimously.

(SOBO Committee) Rosanne Foust & Gloria Arteaga

Next Committee Meeting – March 3, 2020 – 11:00am

- **Approval of Contract with New City America**

Resolution: The Redwood City Improvement Association shall enter into an agreement with New City America to administer placemaking and new public spaces in the CBID area, not to exceed \$54,400.00 within the 12-month period of March 1, 2020 – February 28, 2021.

Foust explained the committee did not meet in February as agenda items needed Board of Directors' approval before action can be taken. Buckmaster then informed

the Board that once this action item is approved the SOBO committee can then begin work with New City America to develop a placemaking agenda for the year.

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

(DISI Committee) Stacey Wagner and Don Gibson

Next Committee Meeting – February 25, 2020 – 12:00pm

- Deeper dive into survey results
Wagner explained that the November 2019 social media survey was complete. The committee would like to discuss in more detail the survey results to see if there are any take-aways or action items the RCIA can pull from the responses.
- Possible purchase of Art Kiosk art
Wagner said the committee had discussed the possibility of purchasing some of the art from the Art Kiosk and would look into how that can happen.
- Olive Creative Strategies
 - Update on videos
P. Bukhova shared with the Board that all the videos are finalized and the release schedule will be available in the next couple days.
 - PR Update
M. Balicoco gave an update on Olive's PR efforts. She shared that the survey winner did not respond to their notification email, so a 2nd winner was chosen and will be awarded the gift card to LV Mar instead. Olive secured great coverage for the Valentine's Day pitch, and will begin constructing the Evolution of Redwood City story. Balicoco shared that the RCIA Social Media platform has increased followers across the board, and the top performing content continues to be scenic shots of Redwood City as well as art and food photos.

(Parking Management Committee) Ben Paul and Aaron Akin

Next Committee Meeting – March 2, 2020 – 9:00am

- Parking signage management
Akin shared with the committee that Christian Hammack from the City of Redwood City shared with to the committee the current status of the parking signage situation. Hammock is working with Walker to produce an RFP for a new parking signage managing agent in order to have the signage operational by the end of the year. In the meantime, Akin said he was working to contact the previous company to discuss temporary access.

7. President's Report

Gibson gave a brief update on the RCIA City Partnership meeting that occurred before today's Board meeting. A final report out will be provided next month.

8. Executive Directors Report

- RCIA to present 2018 & 2019 Annual Report at March 23 City Council
Buckmaster shared there is chance that the report to City Council could be pushed back to April, so an update will be provided next month.
- Audit Review – Fiscal Year December 1, 2018 – November 30, 2019
Buckmaster shared the audit has not yet been completed.

9. Other

Buckmaster announced the Chamber's upcoming Good Afternoon Redwood City-San Mateo County event on March 27th at 11:30am.

10. Adjournment

Meeting adjourned at 12:36pm.

Action Taken: N/A

11. Next Board Meeting: March 11, 2020

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