



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

**Board of Directors Meeting
Wednesday, June 10, 2020 – 12:00pm**

Location: Via [Zoom Video Conference](#)

Minutes:

Present: Aaron Aknin, Alex Khojikian, Angela Rezab, Cathy Oyster, Chris Beth, Don Gibson, Electra McBurnie, Gloria Arteaga, Jason Galisatus, Jihan Bayyari, Justin Mates, Mark Chrzanowski, Mollie Ricker, Rosanne Foust, Stacey Wagner

Staff: Amy Buckmaster, Felicia Basques, Maggie Fahey

Other: Olive Creative Strategies: Ashley Rose, Kelly Orange

Absent: Ben Paul, Dani Gasparini, Lisa Soutter

1. Call to Order – President Don Gibson

Meeting called to order at 12:02 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 May 13, 2020 Board of Directors

The May 13, 2020 Minutes were reviewed.

Action Taken: Foust moved to approve the May 13, 2020 minutes. Rezab seconded the motion and motion was approved unanimously.

4. Public Announcements, Public Comment

None

5. Committee Updates:

(Executive Committee) Don Gibson

- **Selection of Nominations Committee for 6th Annual Elections to the Board of RCIA, Chaired by President Don Gibson, and:**

1. Designate 3 other Board Members to serve with the President as the Nomination Committee;

2. Approve Nomination Letter and Application;

3. Set the Annual Meeting for Wednesday, September 9, 2020 at Noon at the Chamber Office Conference Room;

4. Authorize the Nomination Committee to return a list to the Board seats, as per the bylaws at the September 9, 2020 Annual Meeting.

Buckmaster described the letter and process of the annual nominations. The Board needs to designate 3 members to serve with the president to review all received property owner and community at large nominations. Stacey Wagner, Cathy Oyster, and Angela Rezab nominated themselves to serve with the President.

Action Taken: Foust moved to approve the three Board Members. Oyster seconded the motion and motion was approved unanimously.

- **Temporary Downtown Outdoor Dining Program Discussion**

Executive Committee Recommendation to partner with the City to fund and stand up a temporary downtown outdoor dining program including providing funds for Traffic barriers for street closures and parklets, signage, set up and breakdown of barriers, City of Redwood City Staff to provide social distancing monitoring, safety and security and cleaning.

Khojikian explained the premise of the downtown outdoor dining program. City staff will be handling the paperwork and the ABC office will handle enforcement. The RCIA would own the promotion and public education piece, including signage in and around downtown. The requested contribution by the RCIA to this partnership is \$70,000.

Action Taken: Wagner moved to approve the recommendation. Ricker seconded the recommendation and recommendation was approved unanimously.

(DISI Committee) Stacey Wagner and Don Gibson

Next Committee Meeting – June 30, 2020 – 12:00pm

- **Post COVID-19 Marketing Materials within the Downtown**

Resolution: The Board of Directors and the President of the Redwood City Improvement Association to authorize the DISI Committee to purchase marketing materials (i.e. signage and hand sanitizers) for post COVID-19 recovery to encourage patronage in the downtown, not to exceed \$30,000.00.

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

- Olive Creative Strategies

- PR Update

Rose gave an update on the recent COVID-19 and Eat, Sip, Be efforts. Rose also discussed the newsletters and open/click rates. Orange presented the Social Media stats, and shared that the decrease in likes is due to the hold put on ad purchases. Beginning next week, normal highlights will resume.

(SOBO Committee) Rosanne Foust & Gloria Arteaga

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

- RCIA Capital Improvement Taskforce

Foust gave a brief update on the project.

- Downtown Post COVID-19 Mitigation Strategy Task Force

- Tentatively July 11 – 13, 2020

Buckmaster shared that the tentative dates for the outdoor dining program are as presented, however, council may want to extend those dates. Discussion on this program will take place at the next council meeting.

- Placemaking Update

The next placemaking taskforce meeting will be held on July 16th and New City America will present their initial ideas for placemaking.

(Parking Management Committee) Ben Paul and Aaron Aknin
Next Committee Meeting – July 13, 2020 – 9:00am

No Report

6. **President's Report**
7. **Executive Directors Report**
 - June 22, 2020: RCIA 2019 Annual Report Presentation to City Council
Buckmaster shared that the management agreement between the RCIA and The City of Redwood City is up for renewal this month.
8. **Other**
None
9. **Adjournment**
Meeting adjourned at 1:00pm.
Action Taken: N/A
10. **Next Board Meeting: July 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.*