



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

**Board of Directors Meeting
Wednesday, March 11, 2020 – 12:00pm**

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

MINUTES:

Present: Alex Khojikian, Angela Rezab, Ben Paul, Cathy Oyster, Chris Beth, Dani Gasparini, Don Gibson, Electra McBurnie, Gloria Arteaga, Jason Galisatus, Jihan Bayyari, Stacey Wagner

Staff: Amy Buckmaster, Felicia Basques

Other: All on the phone - Aaron Aknin, Justin Mates, Mollie Ricker, Rosanne Foust, Ashley Rose, Maddie Balicoco

Absent: Lisa Soutter, Mark Chrzanowski

1. Call to Order – President Don Gibson

Meeting called to order at 12:10 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 February 12, 2020 Board of Directors

The February 12, 2020 Minutes were reviewed.

Action Taken: Galisatus moved to approve the February 12, 2020 minutes. Rezab seconded the motion and motion was approved unanimously. Aknin and Foust abstained.

4. Public Announcements, Public Comment

None

5. New Business

- A Look Ahead: *Presented by Don Burrus, Economic Development Manager, City of Redwood City*
 - Update on Retail Cannabis Efforts
 - Flavored Tobacco and E-Cigarette Ban
 - Vacant Property Monitoring Program
 - Opportunity Zones Study Session

Burrus was not able to present; this presentation will be pushed back to April.

Buckmaster stated that given the recent COVID-19 occurrence, staff will be working with Olive to coordinate press and emergency response as we navigate the situation.

6. Committee Updates:

(Executive Committee) Don Gibson

None

(DISI Committee) Stacey Wagner and Don Gibson

Next Committee Meeting – March 31, 2020 – 12:00pm

- Olive Creative Strategies
 - Social Media Survey Results Discussion

Basques gave an overview of the survey results. Rose shared the deeper stats about the make-up of the responses giving the Board a better idea of who exactly is coming into downtown.
 - PR Update

Balicoco gave an update on Olive's PR efforts. She shared they are working with SDA to complete the website updates. They are also still tinkering to find the perfect day and time to release the e-newsletter, but they believe Fridays have been the best so far. Rose shared that the RCIA Social Media platform has continued to increase in followers across the board, and the top performing content continues to be photos of art and food.

(SOBO Committee) Rosanne Foust & Gloria Arteaga

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

- SOBO Placemaking Meeting – March 24, 2020 @ 11am – 12pm

Arteaga said now that the agreement with New City America has been approved by the Board, the Placemaking Committee can have their first meeting, scheduled for March 24th. Buckmaster said that Marco Li Mandri from New City America was here this morning and he walked the CBID with Basques.
- RCIA-City Capital Improvement Taskforce Meeting Update

Arteaga shared that the group is close to a consensus on how to use the funds, but a little more information is still needed. The next meeting was canceled as the City needed more time to gather the requested information, but will be rescheduled shortly.

(Parking Management Committee) Ben Paul and Aaron Akin

Next Committee Meeting – May 11, 2020 – 9:00am

- Update on Parking Signage

Akin shared with the Board that the Parking Guidance RFP will conclude on March 27th. He will be the RCIA representative on the selection committee. He also believes that by May or June, the City will be able to gain temporary control over the parking signs so they can be “turned on” in the meantime.

It was also suggested that the Parking Committee work with Christian Hammack to install parking spots for short-term parking, as requested in the Social Media survey.

7. President's Report

None

8. Executive Directors Report

- Audit Review – Fiscal Year December 1, 2018 – November 30, 2019

Buckmaster informed the Board that the RCIA passed the audit review and said a copy can be found in the back of the Board packet.

- **Recommend Opening Additional Bank Account**

Buckmaster explained that the auditor highly encouraged the diversification on their funds between 2 financial institutions. Buckmaster suggested either Heritage Bank of Commerce or another bank within the CBID, noting that it cannot be Polam Credit Union as Mark Chrzanowski is on the RCIA Executive Committee and RCIA Board.

Action Taken: Oyster moved to approve the movement of \$300,000.00 from the RCIA Chase Checking Account and open a checking account at Heritage Bank of Commerce for \$300,000.00. Gasparini seconded the motion and motion was approved unanimously.

9. Other

None

10. Adjournment

Meeting adjourned at 1:02pm.

Action Taken: N/A

11. Next Board Meeting: April 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.