



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

**Board of Directors Meeting
Wednesday, May 13, 2020 – 12:00pm**

Location: Via [Zoom Video Conference](#)

MINUTES:

Present: Aaron Aknin, Alex Khojikian, Angela Rezab, Ben Paul, Chris Beth, Dani Gasparini, Don Gibson, Electra McBurnie, Gloria Arteaga, Jason Galisatus, Justin Mates, Mollie Ricker, Rosanne Foust, Stacey Wagner

Staff: Amy Buckmaster, Felicia Basques, Maggie Fahey

Other: Olive Creative Strategies: Ashley Rose, Kelly Orange

Absent: Cathy Oyster, Lisa Soutter, Mark Chrzanowski, Jihan Bayyari

1. Call to Order – President Don Gibson

Meeting called to order at 12:04 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 March 11, 2020 Board of Directors

The March 11, 2020 Minutes were reviewed.

Action Taken: Galisatus moved to approve the March 11, 2020 minutes. Khojikian seconded the motion and motion was approved unanimously.

4. Public Announcements, Public Comment

None

5. Committee Updates:

(Executive Committee) Don Gibson

• Approval of Contract with New City America

Resolution: The Redwood City Improvement Association shall enter into an agreement with New City America to work with the City and RCIA/Tenants for Immediate Implementation and Execution of a Post-Covid-19 Mitigation Strategy for a six-month period, May 15, 2020 – October 15, 2020, at \$4000.00 per month, not to exceed a total of \$24,000.00.

Buckmaster explained that this new contract with New City America (NCA) is in conjunction with the Placemaking contract. This has been vetted by both the RCIA President and the City of Redwood City and with the help of NCA create a program for opening Redwood City in a safe environment following San Mateo County's Health Codes.

Action Taken: Gasparini moved to approve the Post COVID-19 Mitigation Strategy contract with New City America. Foust seconded the motion and motion was approved unanimously.

- Accept the resignation of board member Lisa Soutter, Director of Real Estate, Facilities & Workplace Services, Chan Zuckerberg Initiative.

Buckmaster shared that Lisa Soutter's role at CZI has changed, and a new representative from CZI will take her place in the next few months.

Action Taken: Paul moved to approve the motion. Akin seconded the motion and motion was approved unanimously.

(DISI Committee) Stacey Wagner and Don Gibson

Next Committee Meeting – May 26, 2020 – 12:00pm

- Olive Creative Strategies
 - COVID-19 Update
 - PR Update

Rose gave an update on the Clean Redwood City Initiative that would work hand-in-hand with New City America to reopen the Downtown. Orange introduced herself to the Board then gave an update on the social media strategy. Rose and Orange also informed the Board they are working on another survey to better understand how COVID-19 has affected the downtown businesses.

(SOBO Committee) Rosanne Foust & Gloria Arteaga

Next Committee Meeting – June 2, 2020 – 11:00am

- **Approval of Pilot Lighting Program**

Resolution: The Board of Directors and the President of the Redwood City Improvement Association to authorize the SOBO Committee recommendation approval for Premier Lighting Enterprise to retrofit 53 street light poles with the downtown area of Zone 1 of the CBID, not to exceed \$37,000.00.

Rezab shared the number of complaints she has received about the Middlefield side of her property being too dark and unsafe for pedestrians. Rezab received a quote and is willing to be the pilot area for testing new lighting. Given the quote received was dated more than 90 days pre-COVID-19, Buckmaster suggested a \$5,000.00 bump to cover any increase in costs.

Action Taken: Gasparini moved to approve the motion with the dollar amount not to exceed \$42,000.00. Wagner seconded the motion and motion was approved unanimously.

- Placemaking Taskforce Update
 - Upcoming Meeting – May 19, 2020 @ 11am – 12pm

Buckmaster shared with the Board that due to COVID-19, the placemaking initiative had been put on hold. Now as things are starting to open up, New City America can really start working on placemaking and get that going. The next meeting will be held via Zoom.

(Parking Management Committee) Ben Paul and Aaron Akin

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

No Report

6. President's Report
None

7. Executive Directors Report

- June 8, 2020: RCIA 2019 Annual Report Presentation to City Council

Buckmaster notified the Board that the annual report to City Council has been set for June 8th. She also shared that CZI is working on a playbook for how larger businesses can return to work, and will be shared with the Board once received.

8. Other

None

9. Adjournment

Meeting adjourned at 1:00pm.

Action Taken: N/A

10. Next Board Meeting: June 10, 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.