



Board of Directors Meeting
ANNUAL MEETING
Wednesday, September 11, 2019 – 12:00pm

Location: Redwood City-San Mateo County Chamber of Commerce
1450 Veterans Boulevard, Redwood City, CA 94065

MINUTES:

Present: Aaron Aknin, Alex Khojikian, Angela Rezab, Ben Paul, Chris Beth, Dani Gasparini, Don Gibson, Eric Lochtefeld, Gloria Arteaga, Jihan Bayyari, Lori Lochtefeld, Mark Chrzanowski, Rosanne Foust, Stacey Wagner

Other: Christian Hammack, Courtney Rose

Staff: Amy Buckmaster, Maggie Fahey, Felicia Basques

Absent: Carolina Webster, Cathy Oyster, Electra McBurnie, Gary Johnson, Iliana Rodriguez, Lisa Soutter

1. **Call to Order – President Don Gibson**
Meeting called to order at 12:08 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 June 12th, 2019 Board of Directors**
The June 12, 2019 Minutes were reviewed.
Action Taken: Foust moved to approve the June 12, 2019 minutes. Paul seconded the motion and motion was approved unanimously. Aknin abstained.
4. **Public Announcements, Public Comment**
Wagner shared that the opening day of the latest Art Kiosk Exhibition was wonderful. E. Lochtefeld shared that he alone has an agreement for storage of the projectors, and the RCIA should look at extending this agreement with FOX, if possible.
5. **Nominating Committee Update:**
 - a. Election of Officers FY December 2019 - November 2020:
Action Taken: Foust moved to approve the election of officers. Gasparini seconded the motion and motion was approved unanimously.
 - b. Election of Board of Directors FY December 2019 - November 2020:
Buckmaster went line by line of the proposed Board of Directors and shared that Gary Johnson and Carolina Webster have decided not to turn in their Board Nomination forms. **Action Taken: Foust moved to approve the board of directors. Gasparini seconded the motion and motion was approved unanimously.**

6. New Business:

a. Transportation Demand Ordinance

Christian Hammack from the City of Redwood City presented the RCIA Board with an update on the Redwood City Transportation Demand Management (TDM) Program, and provided a 33-page document to all present. Hammack explained that he was looking for feedback to take back to council in December.

7. Committee Updates:

SOBO (Sidewalk, Operations and Beautification Committee)

Next Committee Meeting – October 1, 2019 – 11:00am

Committee Co-Chairs: Rosanne Foust & Gloria Arteaga

A. Shadow Art Maintenance and Repainting

Resolution: Shall the Sidewalk, Operations and Beautification Committee and the President of the RCIA be authorized to spend and not exceed \$5,500 for touch-up, design and repainting of 5 Shadow Art projects in the CBID downtown area by original painter Damon Belanger.

Action Taken: Wagner moved to approve the Shadow Art maintenance and repainting. Rezab seconded the motion and motion was approved unanimously.

B. Update on New Downtown Redwood City Street Banners and A-Frames

Basques put together a collage of the banners and a-frames in the field, and listed the locations that each could be found.

DISI (District Identity and Signage Committee)

Next Committee Meeting – September 24, 2019 – Noon

Committee Co-Chairs: Lori Lochtefeld and Don Gibson

A. Annual Meeting PR Update – Olive Creative Strategies

C. Rose gave an update on PR from January 1, 2019 to September 9, 2019 stating that with the increase in the advertising budget, the RCIA has been able to increase their social media presence by about 500 followers over all channels each month. Over the last 9 months, the RCIA has reached almost 16,000 followers on all medias. Facebook engagements have increased by 10%, Instagram engagements have increased by 16.42%, and Twitter engagements have increased by 125.6% in months. C. Rose explained that this huge increase in engagements is related to the increased ad spending.

B. Marketing Materials Update

Basques put together a collage of all the different media types used to spread the RCIA message and increase education and aware of the new brand.

Parking Management Committee

Next Committee Meeting – TBD

Committee Co-Chairs: Ben Paul and Aaron Aknin

No Update

7. President's Report

Gibson had nothing additional to report.

8. Executive Directors Report

A. 2018 Annual Report

Buckmaster invited everyone to take their copy of the 2018 Annual Report. Buckmaster also said that she will be going to council on October 14th to present on the RCIA Annual Report. Khojikian shared that he too will be going to council on October 14th to present the Retail Action Plan (there are 14 initiatives).

9. Other

Action Taken: N/A

10. Adjournment

Meeting adjourned at 1:09pm.

Action Taken: N/A

11. Next Board Meeting: October 9, 2019

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