



**Board of Directors Meeting  
Wednesday, October 9, 2019 – 12:00pm**

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

**(Amended) MINUTES:**

- Present:** Don Gibson, Aaron Aknin, Angela Rezab, Ben Paul, Chris Beth, Dani Gasparini, Electra McBurnie, Gloria Arteaga, Jason Galisatus, Mollie Ricker, Rosanne Foust, Stacey Wagner  
On the phone: Eric Lochtefeld, Lori Lochtefeld
- Other:** Don Burrus, Teri Chin, Officer Chris Rasmussen, On the phone: Courtney Rose, Maddie Balicoco
- Staff:** Amy Buckmaster, Maggie Fahey, Felicia Basques
- Absent:** Alex Khojikian, Cathy Oyster, Iliana Rodriguez, Jihan Bayyari, Lisa Soutter, Mark Chrzanowski,

**MINUTES:**

- 1. Call to Order – President Don Gibson**  
Meeting called to order at 12:06pm  
**Action Taken: N/A**
- 2. Introductions**  
Gibson went around for introductions and welcomed new Board Members Mollie Ricker and Jason Galisatus.  
**Action Taken: N/A**
- 3. Approval of Minutes from September 11, 2019 Board of Directors**  
The September 11, 2019 Minutes were reviewed.  
**Action Taken: R. Foust moved to approve the September 11, 2019 minutes. A. Aknin seconded the motion and motion was approved unanimously. J. Galisatus and M. Ricker abstained as neither were present for the September 11<sup>th</sup> meeting.**
- 4. Public Announcements, Public Comment**  
**N/A**
- 5. New Business**  
Teri Chin, Human Resources Manager for the City of Redwood City, and Office Chris Rasmussen presented briefly on the new Homeless Services Program rolling out in the downtown area. They asked to come back in November to give a full presentation.
- 6. Committee Updates:**  
**(Executive Committee)** President Don Gibson

**A. 2020 Committee Chair/Co-Chair Appointments**

- Sidewalk Operations and Beautification

Gloria Artega and Rosanne Foust volunteered to stay on as SOBO co-chairs.

**Action Taken: D. Gibson moved to approve the appointment. C. Beth seconded the motion and motion was approved unanimously.**

- District Identity and Signage

L. Lochtefeld informed the Board that she will be stepping down from her role as co-chair of the DISI committee. S. Wagner volunteered to move into that role, and D. Gibson agreed to remain on as co-chair.

**Action Taken: D. Gibson moved to approve the appointment. R. Foust seconded the motion and motion was approved unanimously.**

- Parking Committee

Both A. Aknin and B. Paul volunteered to remain as co-chairs of the Parking Committee.

**Action Taken: S. Wagner moved to approve the appointment. G. Artega seconded the motion.**

**(SOBO Committee) Rosanne Foust & Gloria Arteaga**

*Next Committee Meeting – November 5, 2019 – 11:00am*

**A. New Downtown Redwood City Street Banners**

*Shall the SOBO Committee and the President of the RCIA be authorized to purchase 100 banners with the new RCIA branding for the light poles within the CBID, not to exceed \$16,000.00.*

R. Foust shared with the Board that the SOBO committee likes the street banners and would like to purchase more, pending some design changes regarding colors and text size. A. Buckmaster informed the board that once these additional banners are installed, there will be RCIA banners all throughout the CBID.

**Action Taken: A. Rezab moved to approve the purchase of additional street banners. J. Galisatus seconded the motion and motion was approved unanimously.**

**B. Renewal of the Redwood City Improvement Association Public Art Exhibition Project Resolution**

*Shall the SOBO Committee and the President of the RCIA be authorized to spend \$50,000.00 for the operation of up to 9 Installation Art Exhibits a year in Courthouse Square kiosks in partnership with Fung Collaboratives.*

R. Foust shared with the Board that Lance Fung from Fung Collaboratives made a presentation to the SOBO committee about the 2019 Art Exhibitions and asked for the RCIA to partner again to bring this program into 2020. The Board held a brief discussion on the current and desired future use of the additional kiosks. In addition, the Board proposed the SOBO committee look into the purchase, and possible loaning out, of the expired art as a way to help fund the Art Kiosk moving forward.

**Action Taken: D. Gibson moved to approve the renewal of the Public Art Exhibition Project. E. McBurnie seconded the motion and motion was approved unanimously.**

C. **Bike Rack Update**

F. Basques shared with the board that the bike rack on Jefferson and Bradford had been knocked over and she was working with Gloria Artega on a new location for it going forward.

D. **City Garbage Can Update**

F. Basques spoke with Recology about the city can issue and learned that the problem goes beyond the downtown. However, the RCIA can move forward with investigating new city cans and a labeling system for the downtown.

**(DISI Committee)** Lori Lochtefeld and Don Gibson

*Next Committee Meeting – October 29, 2019 – Noon*

A. **Marketing Discussion – Videographer Update**

C. Rose from Olive informed the Board that they have been working on creating a video campaign. Olive found a local freelance videographer to produce some videos for use on the website and social media. Videos will be 30sec., 1min., and 2min. long, and will highlight “What is the RCIA?” including interviews with Board members and project highlights.

B. **PR Update – Olive PR**

M. Balicoco from Olive provided an update on RCIA’s PR stats. Balicoco shared their focus has been on the new art exhibition debuting this weekend; the San Mateo Daily Journal and Palo Alto Online continue to be the two publications generating the most interest and traction. Balicoco also shared the reading stats on the bi-weekly newsletter, and gave a social media recap stating engagements and likes/followers continue to grow on all formats organically.

D. Gasparini asked for Olive to find a way to learn how people hear about Downtown Redwood City and what brings them to the downtown. Olive will look into polling the online community for this information.

**(Parking Management Committee)** Ben Paul and Aaron Aknin

*Next Committee Meeting – TBD*

A. **Redwood City Parking Guidance Signs Project Topographic Survey Update**

*Shall the Parking Committee and the President of the RCIA be authorized to spend their remaining budget of \$13,000.00 to fund Phase 2 of the Redwood City Parking Guidance Signs Project Topographic Survey.*

A. Aknin reminded the Board that the RCIA partnered with the City of Redwood City to fund a design study for parking guidance signs in and around the downtown. Through that study it was determined there are 5 potential locations for this signage. The City has already given the greenlight to BKF and Walker Consultants to begin the next phase of determining which of these 5 locations will best suit new parking guidance signs.

The Parking Committee is asking the RCIA Board to approve a spend of no more than \$12,800.00 (of their remaining \$13,000 budget) to help complete phase 2 of the Parking Guidance Sign Project Topographic Survey.

**Action Taken: R. Foust moved to approve the final spend. D. Gibson seconded the motion and motion was approved unanimously.**

7. **President's Report**

President had nothing additional to report.

**8. Executive Directors Report**

- A. Fiscal Year December 1, 2019 – November 30, 2020 Redwood City Improvement Association Budget
- A. Buckmaster explained the CBID budget and shared with the Board a document of the top 20 CBID funders to help explain where the RCIA's budget comes from.
- Action Taken: R. Foust moved to approve the budget. S. Wagner seconded the motion and motion was approved unanimously.**

**9. Other**

- D. Gasparini asked when the council hears from the Downtown Retail Task Force (DRTF), to which D. Burrus replied October 14<sup>th</sup>. A conversation about some of the recommendations by the DRTF and the City's consultants were discussed.
- A. Buckmaster announced that she and D. Burrus will be presenting to the council the 2018 RCIA Annual Report on October 28, 2019.
- C. Rose announced that she and Lauren Spinelli are leaving Olive effective Friday, October 11, 2019.

**Action Taken: N/A**

**10. Adjournment**

Meeting adjourned 1:13pm

**11. Next Board Meeting: November 13, 2019**

***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.***