



**Redwood City Improvement Association  
CBID Interim Board Meeting of Directors Meeting  
Fox Forum, 2411 Broadway,  
Wednesday, December 10<sup>th</sup>, 2014 – 12 noon**

Present: Don Gibson, Stacey Wagner, Eileen Kong, Cathy Oyster, Bob Oyster, Angela Rezab, Boris Zats, Lucy Wicks, Guy Anagostou, Mitch Postel, Sean Brooks, Stephanie Kolka, Eric Lochtefeld, Lori Lochtefeld, Kim Wilkins, Heather Rangel, Ben Paul, Chris Beth, Jeff Adams

Absent: Jeff Badstubner

Other: Marco Li Mandri/Interim Administrator, Amy Buckmaster/Chamber of Commerce,

**MINUTES:**

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
<b>Introductions</b>	Eric Lochtefeld, Interim President, called the second meeting of the Redwood City Improvement Association to order at 12 noon. Introductions were made.	<b>No action taken</b>
<b>Approval of November 5<sup>th</sup>, 2014 minutes</b>	The November 5 <sup>th</sup> , RCIA meeting minutes were reviewed.	<b>Bob moved and Lori seconded that the November 5<sup>th</sup> 2014 minutes be approved. The minutes were amended to show that Stacey was absent. The motion was approved unanimously</b>
<b>Public Comment</b>	There was no announcements or comment	



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<b>Mission Statement</b>	<p>The mission statement was reviewed as presented. The mission statement is as follows:  <i>"RCIA will utilize the unified strength of our businesses, landlords, service providers and City officials to improve and promote the identity, functionality and vibrancy of our Downtown"</i>  Discussion followed</p>	Gus moved and Angela seconded adopted the mission statement as presented.
<b>City Contract</b>	<p>Sean and Eric gave an update on the status of the City Contract with the RCIA. Sean reported that the City contract will be brought forward at the first City Council meeting in January due to some last minute changes. Once the contract has been approved by the City Council, the funds to the RCIA can be released. The Board was asked to give Eric the authorization to sign the contract once he and Marco had reviewed it. Discussion followed.</p>	Lucy moved and Jeff seconded that Eric be authorized to sign the contract once it had been reviewed. The motion was approved unanimously.
<b>Committee reports:</b>	<p><b>SOBO:</b> Cathy gave an update on the following issues that were discussed by the Committee:</p> <ul style="list-style-type: none"> <li>a. using video mapping for the holidays;</li> <li>b. Quantifying general benefits currently provided by the City;</li> <li>c. Create buckets of funds including security in coordination with RCPD, street beautification, cleaning of sidewalks, steam cleaning. Discussion followed.</li> </ul> <p>The Committee will come back with its budget priorities within two months;</p> <p><b>DISI:</b> Lori gave an update from the DISI Committee including:</p> <ul style="list-style-type: none"> <li>a. Involvement in the video mapping of the CBID;</li> <li>b. Branding of Downtown Redwood City;</li> <li>c. signage;</li> <li>d. Heather and Nick Rudin from Facebook are willing to come and discuss branding and the logo;</li> <li>e. newsletter, monthly updates, business journals;</li> </ul> <p><b>Parking</b>  Eric and Kim gave an update on the following issues from the Parking Committee:</p> <ul style="list-style-type: none"> <li>a. entering into an agreement with the School District to use their parking lot, that would equal the annual cost of their assessments;</li> <li>b. Shuttle buses;</li> </ul>	<p>No action was taken for SOBO activities</p> <p>No action was taken for DISI activities</p> <p>Cathy moved and Angela seconded authorizing the RCIA to enter into a contract with the School District, equal to their annual assessments during the evening hours and weekend.</p>



