

**Interim Board of Directors Meeting
Redwood City Improvement Association (CBID)
Wednesday, March 11th, 2015, Noon**

Location: Redwood City-San Mateo County Chamber of Commerce 1450
Veterans Boulevard, Suite 125, Redwood City, CA 94063

Present: Eric Lochtefeld, Ben Paul, Stacey Wagner, Eileen Kong, Chris Beth, Don Gibson,
Lori Lochtefeld, Bob Oyster, Cathy Oyster, Angela Rezab, Kim Wilkins, Mitch
Postel, Jeff Adams

Staff: Amy Buckmaster, Dominic LiMandri, Marco LiMandri

Absent: Sean Brooks, Stephanie Kolkka, Lucy Wicks, Heather Rangel, Boris Zats,
Gus Anagnostou

Other: Pamela Thompson, Silvia Vonderlinden

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken</i>
1. Call to Order	President Eric Lochtefeld called the Interim Board meeting to order at 12:05 p.m.	<i>No action taken</i>
2. Announcements and public comment	No announcements or public comments were made	
3. Approval of February 11th, 2015 minutes	Eric L. asked that the Board review the February 11 th 2015 minutes.	<i>Ben Paul moved and Stacey Wagner seconded a motion to approve February 11th minutes. The motion was approved unanimously.</i>
4. Committee Reports:		
(Executive	Eric L., and Amy B. stated the Committee had no	

Committee) - Eric Lochtefeld	updates to the Board;	
(SOBO Committee) – Cathy Oyster	<p>a) RFP for cleaning services, timeline: <i>The vendor J & A Maintenance has been recommended by the SOBO committee to perform RCIA district services.</i></p> <p>b) Responses for RFP for cleaning: Cathy Oyster listed the qualifications of J & A maintenance. While the vendor is smaller, J & A Maintenance has prior experience in Redwood City, notably the vendor's current contract with the Marshall Garage location. J & A meets all the city's requirements and the proposed arrangement would be on a month-to-month basis. Marco LiMandri recommended the Board consider purchasing a water-truck for the facilitation of district services. Board agreed that a J & A Maintenance representative should be invited to attend SOBO Committee meetings from then on.</p> <p>c) Pipe and Drape supplement for Video Mapping: Eric Lochtefeld explained that installation of the Video Mapping equipment requires additional materials for seamless presentation, namely a pipe and drape set-up that would rest behind the Courthouse windows to reduce glare. Angela Rezab suggested amending the resolution to include a stipulated recourse for an alternative mechanism in which to reduce glare in the event the Pipe and Drape design is not an effective solution. Amended language presented in [brackets].</p>	<p><u>Item B Resolution:</u> <i>The Board of Directors should authorize the SOBO Committee Chair and President to negotiate the terms and conditions of an agreement with the selected vendor to perform the services listed in the RFP based upon the FY 15 SOBO budget. Preferred vendor is J and A Maintenance.</i></p> <p><i>Jeff Adams moved to authorize SOBO contract negotiations with J & A; Don Gibson seconded the motion. The motion was approved, though Angela Rezab abstained.</i></p> <p><u>Item C Resolution:</u> <i>Authorize the expenditure of an additional \$2,000 for the purchase of Pipe and Drape [or some other mechanism that would provide the same function] to be used in Courthouse building for the Video Mapping Shows, to cover reflected</i></p>

		<p><i>windows of the museum.</i></p> <p><i>Angela Rezab proposed the above amended language and motioned to approve the amended resolution; Bob Oyster seconded. The motion was approved unanimously.</i></p>
<p>(DISI Committee) - Lori Lochtefeld and Don Gibson</p>	<p>Lori and Don gave an update on the following issues:</p> <p>a) Review of City's Downtown Specific Plan and Design guidelines:</p> <p>b) Comcast TV package resolution: Lori Lochtefeld provided details of the Comcast TV package; \$35,000 for FY 15, \$45,000 for FY 16, \$55,000 for FY 17, with an escape clause stipulated. Added value commercials will be used in surrounding Peninsula cities. Discussion followed</p> <p>c) Eric reported that the RCIA received a grant from City Park and Rec foundation for video mapping project.</p> <p>d) Consideration of Joint PR Agreement: Marco had suggested at the February 23rd, 2015 DISI Committee Meeting that the RCIA consider entering into an agreement with the San Leandro Improvement Association to jointly contract Olive PR solutions to provide public relations services to both districts at a negotiated rate. Discussion followed. Board members were encouraged to inform other local PR firms of the possible joint agreement. This would increase the amount paid to a PR firm from \$2,000 per month to \$4,000 per month;</p> <p>e) URL, Ad mats and website/logo:</p>	<p><u>Item B Resolution:</u> <i>Shall the RCIA Board enter into a contract with Comcast for 540 commercials for FY 15, zones to be negotiated for \$35,000 for FY 15, \$45,000 for FY 16, \$55,000 for FY 17, with an escape clause written into the contract. Mitch Postel moved to approve the resolution; Chris Beth seconded. The motion was approved unanimously.</i></p> <p><u>Item D Resolution:</u> <i>That the DISI Committee recommend to the Board that the Committee be allowed to look at a joint proposal between the San</i></p>

	<p>The DISI Committee is leaning towards a local digital marketing firm to create and generate both a RCIA website and logo. Discussion followed</p>	<p><i>Leandro Improvement Association and the Redwood City Improvement Association to consider a contract for hiring a public relations firm within the FY 15 budget of the DISI Committee. That the Committee conducts the interviews jointly with the SLIA and make recommendations to the Board at its April Board meeting. Jeff Adams moved to approve the resolution; Eileen seconded. The motion was approved unanimously.</i></p> <p><u>Item E Resolution:</u> <i>Authorize the Committee to spend up to \$20,000 on the creation of ad mats, a url, a website, a logo, and a slogan. Angela moved and Ben seconded the motion to authorize the Committee to expend an amount, not to exceed \$20,000 for ad mats, a URL, website, logo and slogan. The motion was approved unanimously</i></p>
(Parking	a) Contract with All About Parking	<u>Item A Resolution:</u>

<p>Management) – Kim Wilkins</p>	<p>Resolution: Kim Wilkins provided a breakdown of the contract with All About Parking. There will be a total of 3 valet parking lots (Sakura, Donato's, Main and Broadway) at a rate of \$2,000 per lot. The cost for the lot at Main and Broadway will commence April 1st and run through December 31st (9 months) amounting to \$18,000, with the existing lots at Sakura and Donato's continuing at \$24,000 through December 31st (12 months). An additional \$2,000 is requested for signage and/or co-branding for the valet stations, bringing the total budget request to \$44,000.</p> <p>b) School District resolution: Kim Wilkins recommended a reimbursement of the School District's RCIA Zone 2 assessments in exchange for the school making available their parking lot for a valet station commencing April 1st.</p>	<p><i>Request that the Board approve a \$44,000 contract with All About Parking to provide a new valet station at Main & Broadway from April 1st through December 31st and the continuation of existing valet stations in front of Sakura and Donato's Restaurants from July 1st through December 31st. This budget request includes \$2,000 for co-branding signage and \$2,000 per month for each valet station. Bob Oyster moved to approve the resolution; Angela Rezab seconded. The motion was approved unanimously.</i></p> <p><u>Item B Resolution:</u> <i>Request that the Board authorize reimbursement of assessments paid by School District within Zone 2 so we can secure their parking lot for the valet station for the station commencing on April 1st. Payment shall not exceed assessment amounted (TBD). Stacy Wagner moved to approve the</i></p>
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		<i>resolution; Kim Wilkins seconded. The motion was approved unanimously.</i>
5. Project Review	a) Pending projects for review – Ben Paul: Ben stated that two projects in Downtown were reviewed by the Chamber. Marco mentioned that standards for street lights, trees, sidewalk width, etc. should be discussed at each review. Discussion followed.	<i>No action taken</i>
6. President's Report	No report given	<i>No action taken</i>
7. Executive Director Update	No report given	<i>No action taken</i>
8. Brown Act Review	A presentation by the City Attorney Pamela Thompson and staff along with City Clerk Silvia Vonderlinden provided necessary legal instruction to the RCIA Board with regards to appropriate compliance with the Brown Act. Discussion followed	<i>No action taken</i>
9. Next Board meeting	Next Board meeting scheduled for April 8th, 2015- Noon.	
4. Adjournment	Meeting adjourned at 1:40 p.m.	

Minutes taken by Dominic LiMandri and staff.