



**Redwood City Improvement Association
CBID Interim Board Meeting of Directors Meeting
Fox Forum, 2411 Broadway,
Wednesday, October 8th, 2014 - 10:00 a.m.**

Present: Eric Lochtefeld, Lori Lochtefeld, Kim Wilkins, Stacey Wagner,
Boris Zats, Bob Oyster, Cathy Oyster, Eileen Kong, Don Gibson, Jeff Badstubner,
Gus Anagnostou, Sean Brooks, Angela Rezab

Absent:

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

MINUTES:

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Introductions	Eric Lochtefeld, Interim President, called the second meeting of the Redwood City Improvement Association to order at 10:00 a.m. Introductions were made.	No action taken
Approval of September 10th minutes	The September 10 th RCIA meeting minutes were reviewed. Adjustments were made for Tanya G.'s status and the spelling of Cathy Oyster's name.	Jeff moved and Don seconded that the RCIA September 10th meeting minutes be approved. The motion was approved unanimously
Updates on the adoption of the CBID ordinance	Sean reported that no legal challenges were made within the 30 day period of appeal after adoption of the CBID ordinance	No action taken



Bay Area Office, 954 Lee Avenue, San Leandro, CA 94577 ■ 888 356-2726
Corporate Office: 710 W. Ivy Street ■ San Diego, CA 92101 ■ 619 233-5009 ■ Fax 619-239-7105
mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Committee structure	<p>Marco distributed a proposed Committee structure based upon the categories of services as laid out and approved by the property owners in the CBID plan. The various Committees were discussed. Eric suggested that goals for each Committee be discussed and this took place:</p> <p>The priorities for the Committees were listed as follows.....</p> <p><u>Vision for All Committees:</u></p> <ul style="list-style-type: none"> a. the RCIA should ensure that CBID funds are expended efficiently; b. the Committees must be geared toward understanding that Downtown RC is going through a phenomenal growth spurt, probably more than at any time in its history; c. There are no redevelopment funds left; d. how do we ensure that we coordinate the programs we are undertaking with the City <p><u>SOBO Committee:</u></p> <ul style="list-style-type: none"> a. Needs to determine priority services in the sidewalks and their frequency; b. Need to begin having the entire district steam cleaned in early 2015; <p><u>DISI Committee:</u></p> <ul style="list-style-type: none"> a. Need to stress immediate visual improvements to the district; b. Should get a PR firm on Board to promote any and all positive developments and changes in Downtown; c. Should create a master calendar of special events, working with the City; d. Should move forward soon with developing a good website and social media campaign; 	<p>Stacey moved and Angela seconded approval of the five committees as presented:</p> <p>Organization/Executive SOBO</p> <p>DISI</p> <p>Parking Management</p> <p>Project Review</p> <p>After further discussion, the Committee structure was approved unanimously</p>

	<p><u>Administrative Committee:</u></p> <p>a. Need to issue an RFP for an Executive Director or District Management company to administer the CBID asap;</p> <p>b. Need to file for the public benefit corporation status by the end of the year;</p> <p>c. Need to ensure that the Committees are functioning well and advising the Board;</p>	
Committee Chair appointments	<p>Eric Lochteld will serve as Chair of the Organization Committee since he is the elected Interim President;</p> <p><i>Sidewalk Operations (SOBO)</i> Angela moved and Bob seconded that Jeff and Cathy serve as co-Chairs for the Sidewalk Operations Committee;</p> <p><i>District Identity:</i> Stacey moved and Sean seconded that Don and Lori co-Chair the District Identity Committee;</p> <p><i>Parking Management:</i> Cathy moved and Don seconded that Kim chair the Parking Management Committee;</p> <p><i>Project Review:</i> After discussion it was decided that the Project Review Committee would work with the Chamber who currently looks at all new developments and projects in the City. The Downtown projects would be reviewed jointly with the RCIA Project Review Committee. Therefore there is no need for a Chair of this Committee</p>	<p>The Board voted to have the following people elected as Chairs of the Committees:</p> <p>SOBO: Jeff and Cathy as Co-Chairs;</p> <p>DISI: Lori and Don as Co-Chairs;</p> <p>Parking: Kim as Chair</p> <p>Project Review: Done in conjunction with the Chamber, Amy will coordinate</p>
Hardship Policy	<p>Sean had mentioned that a number of people and non-profits had contacted his office about the assessments and their trouble in paying them. Marco brought a</p>	<p>Don moved and Boris seconded that the Hardship Policy and Application be approved</p>

	rough draft copy of a “Hardship Policy” and “Hardship Application” that would allow interested parties to request partial or full reimbursement of their assessments ONCE they have demonstrated full payment to the County or City. Discussion followed. The policy as presented was adopted with the amendment that a “deferral of assessments” option be included in the policy	as amended to include the deferral clause. The motion was approved unanimously
Mission Statement	Eric mentioned that we should have a Mission Statement for the RCIA. Discussion followed. The Board recommended that Amy, Don and Jeff meet as a Task Force to come up with a Mission Statement for presentation at the next meeting	Amy, Don and Jeff will meet as a Task Force and submit a proposed Mission Statement at the next Board meeting
Articles of Incorporation	Marco stated that the Articles had been signed by Eileen as Treasurer and submitted to the state to begin the incorporation process	No action taken
Proposed bylaws	Marco referred to the bylaws that he had been working on. He will distribute them by e-mail to everyone later this week. The intent is to have the bylaws approved at the next Board meeting	No action taken
Addition of Community At Large Members and New Property Owner Members	Eric discussed the idea of bringing more people onto the Board to broaden its base. A discussion was held as to which people in the Downtown business and non-profit community could help the RCIA achieve its goals. After a thorough discussion, the following people were nominated to serve on the Interim Board: 1. Peter Barrone/Vesta (Business and property owner) 2. Lucy Wickes (Stanford University, Community At Large) 3. Ben Paul (Commercial Broker, Community at Large; 4. Mitch Postal (San Mateo Historical Society, Community at Large);	Stacey moved and Don seconded that the new property owners and community members listed in the motion be approved as new Interim Board members. The motion was approved with only one negative vote.

	<p>5. Sandra Ladoa (Box, Community at Large); 6. Chris Beth (City Park and Rec, Property Owner); 7. Facebook rep (Community at Large); 8. Stephanie Kolka (Brick Monkey, Community at Large)</p> <p>With these additions, the Board will expand to 21 members, requiring a quorum of 11 members at each meeting.</p> <p>This ratio is also consistent with the 2/3 property owner seat allocation for the Board that has been proposed in the bylaws. 15 seats will be filled as property owners and 6 will be filled as Community as Large</p>	
Next Meetings:	<p>The schedule for future meetings was set as follows:</p> <p>November 5th at 12 noon at 2411 Broadway; December 10th at 12 noon at 2411 Broadway</p>	The meeting adjourned at 11:30

Minutes taken by Marco Li Mandri, interim staff.