



Board of Directors Meeting
 Redwood City Improvement Association
 Wednesday, February 14, 2018 Noon - 1:15 pm
 Location: Redwood City-San Mateo County Chamber of Commerce 1450 Veterans
 Boulevard, Suite 125, Redwood City, CA 94063

Present: Jeff Adams, Chris Beth, Mark Chrzanowski, Dani Gasparini, Don Gibson, Lori Lochtefeld, Stacey Wagner, Angela Rezab, Eric Lochtefeld, Stephanie Kolka, Elaine Watts, Gary Johnson and Gloria Arteaga

Staff: Amy Buckmaster, Dawn Greenblat

Other: Catherine Ralston, Chris Rasmussen, and Claudia Olalla

Absent: Rosanne Foust, Aaron Aknin, Mike Callagy, Cathy Oyster and Carolina Webster

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Call to Order	Meeting called to order at 12:00 p.m. By President Stacey Wagner.	N/A
2. Introductions	Wagner went around Board Table and Room for introductions.	N/A
3. Approval of December 13, 2017 minutes	The December 13, 2017 minutes reviewed.	Rezab moved to approve the December 13, 2017 minutes. E. Lochtefeld seconded the motion and motion was approved unanimously, with 1 abstention, Jeff Adams who was not present at the December 14 Meeting
4. Public Announcements, Public Comments		N/A
5. New Business Comments	a. Downtown Redwood City Parks Study by Chris Beth, Director of Parks and	N/A

<p>6. Committee Reports (Executive Committee)</p> <p>(SOBO Committee) – Co-Chairs Eric Lochtefled and Angela Rezab</p>	<p>Recreation, City of Redwood City. Chris Beth and Claudia Olalla Landscape Designer, Redwood City Parks and Recreation gave an update to the Board on the current Parks Study that is looking to identify one to two parks with in Downtown Redwood City. Claudia gave a wonderful presentation describing in detail the 6 potential site locations.</p> <p>b. Downtown Redwood City Public Safety Update by Officer Chris Rasmussen, Redwood City Police Department. Officer Rasmussen was invited to the RCIA to attend the Board Meeting as the RCIA is having concerns of the rising homeless in Downtown Redwood City and the safety concerns the Property Owners and their tenants are seeing especially in the Parking Garages. Officer Rasmussen talked to the RCIA about current issues the Police Department is also seeing. He let the Board know that many of the Homeless Sites are on State Lands or Caltrans. They as the City are not allowed to move those sites. He also talked about successful programs that are being done in San Mateo and South San Francisco with LifeMoves. Not many solutions came out of the meeting but the Board asked for the Police to continue to come back to the RCIA for Public Safety updates.</p> <p>No Report</p> <p>A. Downtown Street Light Pole Beautification Update. Co-Chairs Rezab and E. Lochtefled gave a report on the February Committee Meeting that the Committee would like to look into purchasing Street Pole Banners</p>	<p>N/A</p> <p>N/A</p>
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	<p>throughout the Downtown Zone 1 & 2. They feel it is very important that the people living, working or visiting know they are in the CBID.</p> <p>B. Digital Art & Reflective Images Update Co-Chairs Rezab and Lochtefeld updated the Board about the Interactive Specticles that had now been on two of the Property Owners Buildings. They asked that OlivePR do a better job is blasting those images out via Social Media. Many had not seen when they were up. Executive Director Buckmaster informed the Board she would be meeting Fresh AV to schedule the next round of locations. She asked the Board if there are windows you would like to see the up please let us know.</p>	<p>N/A</p>
<p>(District Identity and Signage Committee) Co-Chairs Lori Lochtefeld and Don Gibson.</p>	<p>A. PR Update From Olive PR Strategies. Co-Chair Lochtefeld reported for OlivePR Strategies to the Board of Directors the monthly report Press and Social Media for the RCIA.</p> <p>B. Redwood City Improvement Association Annual Report Celebration February 28, 2018 – 5:00pm – 7:00pm, Fox Forum. Co-Chair Lochtefeld was excited to le the Board know of the upcoming Annual Report Out Celebration. She hoped all Board Members would be able to attend. Board Members, Lochtefeld, Kolkka and Gasparini all said they would be happy to donate their wines they are make to the event.</p>	<p>N/A</p> <p>N/A</p>
<p>(Parking Management Committee) Co-Chairs Aaron Akin and Ben Paul</p>	<p>a. Update on Downtown Redwood City Parking Guidance System Design Project RPF. Executive Director Buckmaster reported for Co-</p>	<p>N/A</p>

	<p>Chair Aknin updated the Board that the Parking Committee met in February and reviewed the Submitted RFP's. They narrowed the company they would like to go with down to one. They would then take the next month to further review questions they had. The Committees goal was to submit final awarded contract to the Board at the March 13, 2018 Board Meeting.</p>	
7. Executive Director Report	<p>a. Executive Director Report.</p> <p>A. Audit Review – Fiscal Year December 1, 2016 – November 30, 2017. Buckmaster passed out the Audit Review to the Board of Directors. The RCIA Accounting Firm per the Contract between the City of Redwood City and the Redwood City Improvement Association performs the Audit Review each Fiscal year.</p> <p>B. RCIA Annual Report Presentation at Redwood City Council Meeting, January 22, 2018. Buckmaster let the Board know she presented to Annual Report to the City Council on January 22, 2018. She let the Board know all the City Councilmembers were very appreciative of all the wonderful work RCIA is doing for Downtown Redwood City. Vice Mayor Howard specifically acknowledged the Property Owners for voting to pass the CBID four years ago and tax themselves additionally for the enhancement and beauty of Redwood City.</p>	N/A
8. Presidents Report	<p>President Wagner wished everyone a Happy Valentines Day. She also Congratulated fellow RCIA Board Member Dani Gasparini on receiving SAMCEDA's David D. Bohannon Award which will be presented to Dani on March 9, 2018.</p>	N/A
9. Other		

10. Adjournment	Meeting adjourned at 12:55 pm.	N/A
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Minutes taken by: Amy Buckmaster, Executive Director, Redwood City Improvement Association

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.*