



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

Board of Directors Meeting
Wednesday, April 13, 2022 – 12:00pm
Location: Via [Zoom Video Conference](#)

MINUTES:

Present: Alex Livadas, Angela Rezab, Brianna Mariolle, Chris Beth, Dani Gasparini, Gloria Arteaga, Paul Gadow, Rosanne Foust, Stacey Wagner

Absent: Aaron Aknin, Alex Khojikian, Ben Paul, Don Gibson, Jason Galisatus, Justin Mates, Mark Nadim, Mark Chrzanowski

Staff: Amy Buckmaster – Executive Director, Felicia Basques, Maggie Fahey, Nicole Gallosa

Other: City of Redwood City – Simon Vuong, Christian Hammack
Olive Creative Strategies: Matthew Van Court

1. Call to Order – President Angela Rezab

Meeting called to order at 12:04 p.m. by President Angela Rezab.

Action Taken: N/A

2. Introductions

Nicole Gallosa with Chamber San Mateo County introduced herself to the Board of Directors.

3. Approval of Minutes from February 9, 2022 Board of Directors

Action Item

The February 9, 2022 Minutes were reviewed.

Action Taken: Foust motioned to approve. Wagner seconded the motion and motion was approved unanimously.

4. Public Announcements, Public Comment

None

5. New Business

None

6. Committee Updates:

i. (Executive Committee) President Angela Rezab

- Accept the resignation of board member Mark Chrzanowski - CEO, Polam Federal Credit Union, representing the Property Owner percentage effective February 2022

Action Item

Action Taken: Gasparini moved to motion. Foust seconded the motion and motion was approved unanimously.

- Please submit copies of your Form 700 to felicia@chambersmc.org
Basques stated any versions of Form 700 is acceptable (hard copy or e-mailed copy) and staff will mail out for each Board member, if requested.

ii. SOBO (Sidewalk, Operations and Beautification Committee)

Next Committee Meeting – May 3, 2022 – 11:00am

Committee Co-Chairs: Rosanne Foust & Gloria Arteaga

- Garbage and Recycle Containers Update
Foust gave an update on the style and brand of garbage and recycle containers the committee is looking at. More information is needed before a decision can be made, but the goal is within the next few months to have this finalized.

iii. **DISI (District Identity and Signage Committee)**

Next Committee Meeting – April 26, 2022 – 12:00pm

Committee Co-Chairs: Don Gibson and Stacey Wagner

- **Placemaking Identity Signage:**

Resolution: Shall the District Identity and Signage Committee and the President of the RCIA be authorized to spend and not exceed \$5,000.00 to purchase RCIA branded table, umbrella, chair, and ADA signage for the pilot placemaking location in CBID Zone 1.

Action Item

Basques shared the decal design with the Board of Directors.

Action Taken: Beth moved to motion. Foust seconded the motion and motion was approved unanimously.

- Olive Creative Strategies – PR Report
Van Court gave the Olive's PR update. The Social Report showed growth on both Instagram, with an increase of 576 followers, and Facebook, with an increase of 268 followers.

iv. **Parking Management Committee**

Next Committee Meeting – May 9, 2022 – 9:00am

Committee Co-Chairs: Ben Paul and Aaron Aknin

- Outdoor Activity Permit Program
Presented by Simon Vuong, Economic Development Manager, City of Redwood City
Vuong gave the Board of Directors an update on the Outdoor Business Activity Program. The Program will replace the current outdoor dining program, as well as the Outdoor Café permits. The cost is roughly \$10.16 per square foot, and will run the City of Redwood City a loss in meter parking revenue of about \$2400.00 per stall.
- Downtown Wayfinding and Parking Program Update
Presented by Christian Hammack, Parking and Transportation Demand Manager, City of Redwood City
Hammack gave the Board of Directors an update on the Wayfinding and Parking Program. Approximately 95% of the signage is installed and running. There are 2500-2600 public parking spots during the day, and 5200 spots at night for which this program helps to manage. The Parking App is getting an upgrade as well to help with the success of the wayfinding program.

7. **President's Report**

Rezab shared her property has only 1 vacancy at the moment.

8. **Executive Directors Report**

- December 1, 2020 – November 30, 2021 Annual Financial Review (as emailed)

Action Item

Action Taken: Gasparini moved to motion. Beth seconded the motion and motion was approved unanimously.

9. Other

Gasparini shared she will be presenting on Hotel Sequoia at the Downtown Neighborhood Association Meeting on April 18, 2022. Rezab shared Happy Lemon will be holding a soft opening on Sunday, April 17, 2022.

10. Adjournment

Meeting adjourned at 1:03pm

11. Next Board Meeting: May 11, 2022

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.