



REDWOOD CITY  
IMPROVEMENT  
ASSOCIATION

**Board of Directors Meeting**  
**Wednesday, June 8, 2022 – 12:00pm**  
**Location: Placemaking Tables @ Downtown Library**  
**1044 Middlefield Rd, Redwood City**

**MINUTES:**

**Present:** Aaron Aknin, Alex Khojikian, Alex Livadas, Angela Rezab, Don Gibson, Gloria Arteaga, Jason Galisatus, Mark Nadim, Paul Gadow, Rosanne Foust

**Absent:** Ben Paul, Brianna Mariolle, Chris Beth, Dani Gasparini, Justin Mates, Stacey Wagner

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

**Other:** Olive Creative Strategies: Matthew Van Court

**1. Call to Order – President Angela Rezab**

Meeting called to order at 12:03 p.m. by President Angela Rezab.

**Action Taken: N/A**

**2. Introductions**

Rezab went around for introductions.

**Action Taken: N/A**

**3. Approval of Minutes from April 13, 2022 Board of Directors**

The April 13, 2022 Minutes were reviewed.

**Action Taken: Foust moved to approve the minutes. Nadim seconded the motion and motion was approved unanimously.**

**4. Public Announcements, Public Comment**

**None**

**5. Committee Updates:**

- **(Executive Committee) President Angela Rezab**
  - **Selection of Nominations Committee for 8th Annual Elections to the Board of RCIA, Chaired by President Angela Rezab, and:**
    - Designate 3 other Board Members to serve with the President of the Board of Directors as the Nomination Committee;
    - Approve Nomination Letter and Application;
    - Set the Annual Meeting for Wednesday, September 14, 2022 at Noon via Zoom
    - Authorize the Nomination Committee to return a list to the Board seats, as per the bylaws at the September 14, 2022 Annual Meeting.

Buckmaster described the nomination letter and the process of the annual nominations. The Board needs to designate 3 members to serve with the president to review all property owner and community at large nominations received by August 15, 2022. Rosanne Foust, Don Gibson, Gloria Arteaga, and Paul Gadow were nominated to serve with the President.

**Action Taken: Foust moved to approve the four Board Members. Aknin seconded the motion and the motion was approved unanimously.**

- **SOBO (Sidewalk, Operations and Beautification Committee)**

*Next Committee Meeting – September 6, 2022 – 11:00am*

Committee Co-Chairs: Rosanne Foust & Gloria Arteaga

- Downtown Disturbances Discussion  
Foust gave an update on the current vandalism and multiple disturbances occurring downtown over the last several weeks. The SOBO Committee met with the Redwood City Police Department, Redwood City PAL, and Redwood City Together to discuss the issues, understand perspectives and develop goals for results.
- Garbage and Recycle Containers Update  
Foust deferred the garbage and recycle container discussion to the Special Meeting that followed.

- **DISI (District Identity and Signage Committee)**

*Next Committee Meeting – June 28, 2022 – 12:00pm*

Committee Co-Chairs: Don Gibson and Stacey Wagner

- **Project Tracker**  
*Resolution: The Board of Directors and the President of the Redwood City Improvement Association to authorize the payment of the Project Management Fee of \$100.00 per hour, not to exceed 1000 hours per fiscal year, to Chamber San Mateo County for the committee of District Identity & Signage from January 2022 – April 2022. \$6,900 for 69 hours (see attached)*  
**Action Taken: Galisatus moved to approve the Project Management Fee. Gibson seconded the motion and motion was approved unanimously.**
- Instagram GIFs Update ([see announcement](#))  
Basques and Van Court (Olive Creative Strategies) gave an update on the promotion and success of the Instagram GIFs. Within less than 7 days, the GIFs have garnered over 6,600 likes.
- Olive Creative Strategies – PR Report  
Van Court gave the PR and Social Media update. Over the last few weeks, there have been 30-40 new newsletter sign-ups and the open rate of the newsletters peaked at 37%. Twitter is a tough platform to grow, so the focus has been on Instagram and Facebook as they produce a better return on investment .

- **Parking Management Committee**

*Next Committee Meeting – June 13, 2022 – 9:00am*

Committee Co-Chairs: Ben Paul and Aaron Aknin

- On Upcoming Parking Committee Meeting Agenda:  
Street Closure Update – 2000 Block of Broadway  
The Street Closure program will be on the June 27, 2022 City Council Agenda, so more to come at future meetings this year.

## 6. New Business

- Promoting Local Art & Artists at the CZI Community Space  
*Presented by Pamela Estes, Redwood City Parks & Arts Foundation*

Buckmaster said Pamela was unable to attend today and will be coming to a later meeting.

**7. President's Report**

None

**8. Executive Directors Report**

Buckmaster expressed they will not be meeting in July or August and wished everybody a wonderful summer.

**9. Other**

None

**10. Adjournment**

Meeting adjourned at 12:26pm.

**11. Next Board Meeting: Annual Meeting, September 14, 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.**