



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

Board of Directors Meeting
Wednesday, December 14, 2022 – 12:00pm

Location: Via [Zoom Video Conference](#)

MINUTES:

Present: Aaron Aknin, Alex Livadas, Angela Rezab, Ben Paul, Brianna Mariolle, Chris Beth, Dani Gasparini, Don Gibson, Gloria Arteaga, Henry Sears, Justin Mates, Mark Nadim, Nancy Radcliffe, Stacey Wagner

Absent: Alex Khojikian, Paul Gadow, Rosanne Foust

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

Other: Olive Creative Strategies: Cree Jones

1. Call to Order – President Gloria Arteaga

Meeting called to order at 12:02 p.m. by President Gloria Arteaga.

2. Introductions

No formal introductions as everyone in attendance already knew each other.

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

The November 9, 2022 Minutes were reviewed.

Action Taken: Rezab moved to approve the minutes. Wagner seconded the motion and motion was approved unanimously.

4. Public Announcements, Public Comment

None.

5. Committee Updates:

- **(Executive Committee)** President Gloria Arteaga

- **Approval to Renew the Professional Administrative Services Agreement**

Resolution: Shall the Redwood City Improvement Association enter into an agreement with Chamber San Mateo County to continue to administer the Redwood City Improvement Association CBID, January 15, 2023 through January 14, 2026 (see *Executive Committee Minutes*).

Buckmaster shared that the Executive Committee had a great discussion on the professional services agreement. Addition of conflict-of-interest and Form 700 management was added into the agreement. Rezab, who stated this is not her desire but wants to make sure the Board is in compliance, asked if professional services need to go out to bid. Buckmaster thanked her and shared that in Section 4.2.2 of the management agreement between the RCIA and City of Redwood City professional services are exempt from the competitive bidding process. RFPs for public relations and maintenance services were released. Buckmaster also said the contract between the City of Redwood City and the RCIA comes due in 2024, and the CBID expires 2029.

Action Taken: Beth moved to approve the renewal of the Professional Administrative Services Agreement between the Redwood City Improvement Association and

Chamber San Mateo County. Nadim seconded the motion and motion was approved unanimously. Aknin abstained from the vote as he sits as a Vice Chair on Chamber San Mateo County's Board of Directors.

- **Approval to Update Conflict of Interest Code for 2023**

Buckmaster said each year the Board of Directors need to approve the updated COI with the new board listed. As the RCIA is not a city or county entity, the Form 700s will be filled internally at Chamber San Mateo County's office, and will be required from all board members each year.

Action Taken: Wagner moved to approve the updated Conflict-of-Interest form for 2023. Radcliffe seconded the motion and motion was approved unanimously.

- **Reserves Policy Discussion** (*see Executive Committee Minutes*)

Buckmaster shared with the board the current year-end financials. In the November 2022 ending bank statements, there was over \$577K. The way the Financials currently are set make it difficult to read with what is carryover from the previous year's budgets and what is accounted approved spends within the Committee Budgets. The executive committee discussed creating a reserves account in the budget for a clearer view of the RCIA's reserves versus operating capital. These reserves may also be used for Capital Improvements per approved by the Board. Rezab, Radcliffe, and Wagner all voiced their support of having a reserves account and agreed 15% of the year-end funds would be sufficient, especially as it would align with the City of Redwood City's reserve policy. This item will be coming back to the board in January as a formal approval.

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

Next Committee Meeting – January 3, 2023 – 11:00am

Committee Co-Chairs: Rosanne Foust & Nancy Radcliffe

- **Project Tracker**

Shall the Board of Directors and the President of the Redwood City Improvement Association 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 Sidewalk Operations, Beautification and Order from September 2022 – November 2022. \$1,200.00 for 12 hours (see enclosed).

Action Taken: Radcliffe moved to approve the SOBO Project Management Fee. Mariolle seconded the motion and motion was approved unanimously.

- **Dog Waste Bags**

Shall the Board of Directors and the President of the Redwood City Improvement Association authorize the SOBO Committee to purchase one pallet of dog waste bags to replenish supply, not to exceed a total of \$5,000.00.

Radcliffe and Buckmaster stated it's been years since dog waste bags were purchased, and it's too expensive to buy them monthly. The request is for a pallet of dog waste bags, which will last at least a few years. Additionally, with more residents downtown, the bags are being utilized more often, so it would be a good idea to have them on hand.

Action Taken: Wagner moved to approve the purchase of dog waste bags. Rezab seconded the motion and motion was approved unanimously.

- **Garbage and Recycle Container Update**

Mariolle and Basques also gave a brief update on the 3 locations that the SOBO Committee agreed to install the garbage and recycle containers. Basques will be working with the Public Works Department to determine if the location near the Social Security office has a safe and ADA compliant location.

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

Next Committee Meeting – January 3, 2023 – 12:00pm

Committee Co-Chairs: Don Gibson and Stacey Wagner

- **Project Tracker**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association 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 District Identity & Signage Committee from September 2022 – November 2022. \$6,800 for 68 hours (see enclosed).

Beth asked for clarification on the number of hours per fiscal year. The project management cap of 1000 hours per fiscal year is split between all three committees, i.e., SOBO, DISI, and Parking Management project management should not exceed 1000 hours per fiscal year. It is not 1000 hours per committee per fiscal year. Beginning in January, the resolution will be adjusted to reflect this more clearly.

Action Taken: Nadim moved to approve the DISI Project Management Fee. Beth seconded the motion and motion was approved unanimously.

- **Olive Creative Strategies – Public Relations Report**

Jones gave a public relations and social media update. Over 364 new followers across all platforms, tree lighting event on Facebook had 1,100 RSVPs, Story GIFs have reached 280K views, Pinecone the Elf was launched across all platforms, and the top performing post of all time occurred on Instagram – Fall in Love with RWC video created by Devin.

- **Parking Management Committee**

Next Committee Meeting – January 9, 2023 – 9:00am

Committee Co-Chairs: Alex Khojikian and Henry Sears

- **December 1, 2022 – November 30, 2023 Parking Management Budget**

Action Taken: Radcliffe moved to approve the Parking Management Committee Budget. Rezab seconded the motion, and the motion was approved unanimously.

- **Phase 2 Implementation of the Outdoor Business Activity Program**

Shall the Board of Directors and the President of the Redwood City Improvement Association authorize the Parking Committee to partner with the M-Group to assist with funding a design consultant to assist downtown business owners with the preparation, submittal, and approval of their Outdoor Business Activity Applications, not to exceed \$40,000.00.

Buckmaster explained this is the next step in supporting the Outdoor Business Activity Program. Over 40 permit applications have been submitted, but many business owners are struggling and need some assistance in getting their application to code to be finalized. The businesses needing assistance have been identified by the City of Redwood City, and M-Group will provide 4-5 hours of consulting services for each business, it could be less than 4-5 too. Board members Sears and Radcliffe called out the program saying this was long overdue, and other cities should be taking notice and follow what Redwood City is doing.

Action Taken: Radcliffe moved to approve Phase 2 of the Outdoor Business Activity Program and partner with M-Group. Rezab seconded the motion and motion was approved unanimously.

6. President's Report

None.

7. Executive Directors Report

- Parcel Discussion – USPS Office, 885 Jefferson Ave., Redwood City, CA 94063
As a Federal building, 885 Jefferson – the USPS Office - should never have been included in the CBID assessments as federally-owned properties are exempt from special district taxes. Buckmaster informed the board a formal request to remove 885 Jefferson Ave. from the CBID will come back as an action item in January. Once approved, a new CBID map will be created with the parcel removed.

8. New Business

None.

9. Other

Buckmaster updated the Board with the results of the City Council elections. There is new resident representing the downtown, a new district to Redwood City – Chris Sturkin for District 2. Additionally, the new mayor and vice mayor were sworn into office this past Monday - Mayor Jeff Gee and Vice Mayor Lisette Espinosa-Garnica.

Rezab shared tenant updates: Teriyaki Concept is moving to the old Portobello Grill location, Ocean Oyster Bar & Grill is coming to the Old Spaghetti Factory location, and Limón is moving into the old Arya Steakhouse. Additionally, Cyclismo closed and their location is vacant and available.

10. Adjournment

Meeting was adjourned at 12:53pm

11. Next Board Meeting: Wednesday, January 11, 2023

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.*