



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

Board of Directors Meeting
Wednesday, February 8, 2023
Time: 12:00 – 1:00 pm

Location: Via [Zoom Video Conference](#)

MINUTES:

- Present:** Aaron Aknin, Alex Livadas, Angela Rezab, Brianna Mariolle, Chris Beth, Dani Gasparini, Don Gibson, Gloria Arteaga, Henry Sears, Justin Mates, Mark Nadim, Nancy Radcliffe, Paul Gadow, Stacey Wagner, Simon Vuong
- Absent:** Ben Paul, Rosanne Foust
- Staff:** Amy Buckmaster – Executive Director, Felicia Basques, Maggie Fahey, Nicole Gallosa
- Other:** Olive PR: Matthew Van Court, Cree Jones - Cree Jones Consulting
1. **Call to Order – President Gloria Arteaga**
Meeting called to order at 12:04 p.m. by President Gloria Arteaga.
Action Taken: [N/A](#)
 2. **Introductions**
President Arteaga skipped introductions as everyone knew each other.
 3. **Approval of Minutes from January 11, 2023 Board of Directors**
The January 11, 2023 Minutes were reviewed.
Action Taken: [Wagner moved to approve the minutes. Radcliffe seconded the motion and motion was approved unanimously.](#)
 4. **Public Announcements, Public Comment**
Vuong provided an update on the removal of the orange barricades along the 2600 block of Broadway. Beginning the week of February 20th, 2023, the orange barricades will be removed in front of any business who does not have a new application on file for an Outdoor Activity Permit. This will open up the parking along both sides of the street.
 5. **Committee Updates:**
 - **Executive Committee** - President Gloria Arteaga
 - Accept the resignation of board member Alex Khojikian, Interim Community Development Director, City of Redwood City, and appoint Simon Vuong, Economic Development Manager, City of Redwood City, to the Board of Directors.
Action Taken: [Radcliffe moved to approve. Aknin seconded the motion and motion was approved unanimously.](#)

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

**Next Committee Meeting – February 14, 2023 – 12:00pm*

Committee Co-Chairs: Don Gibson and Stacey Wagner

- **Website VisitRWC.org Redesign**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association accept the District Identity and Signage Committee recommendation to invest in a full redesign and optimization of the VisitRWC.org website using current webmaster SDA Creative, not to exceed \$4,000.00.

Basques gave an overview of the current state of the website, and what updates need to be completed (directory, system structure, conversion of visual/contextual content).

Approximately 30 hours of work will be required for this project.

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

- **Olive PR**

- Olive PR Rebranding

- PR and Social Media Report

- New PR Campaign to highlight area within CBID

Basques announced to the Board of Directors that Olive Creative Strategies has rebranded themselves and are now Olive PR. No change to the company or personnel.

Jones provided the public relations and social media update from the previous month, stating the newsletter is holding fast to an average open rate of 35-40%. VisitRWC is continuing to experience growth on all platforms, except Twitter, and the Gipfys have grown to almost 395K views.

Wagner shared with the Board that the DISI Committee members had a great brainstorming session and are looking forward to reviewing the programs and ideas Olive PR will present based on the committee's discussion.

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

**Next Committee Meeting – February 14, 2023 – 12:00pm*

Committee Co-Chairs: Rosanne Foust & Nancy Radcliffe

- **Note Special meeting date with District Identity and Signage and Sidewalk, Operations and Beautification Committees**

Basques announced the SOBO Committee did not meet because they will join the DISI Committee for a combination committee meeting to hear the presentation from Olive and partner together on new projects for the coming year.

- **Parking Management Committee**

Next Committee Meeting – March 13, 2023 – 9:00am

Committee Chair: Henry Sears

- **Outdoor Business Activity Program Update**

Vuong thanked the Redwood City Improvement Association and the Downtown Business Group for their partnership and assistance with helping the downtown business owners connect with the City of Redwood City and M-Group to complete their applications on-time in order to qualify for the fee subsidy. As of the date of this Board Meeting, 48 applications have been received and are pending city comments within Camino.

6. President's Report

- Once the COVID State of Emergency is lifted, expected to occur on February 28, 2023, agencies like the Redwood City Improvement Association, will no longer have the necessary authority to hold AB 361 virtual meetings as a result of COVID-19.

Buckmaster reported to the Board of Directors that when the state of emergency is lifted, all RCIA committee meetings, as well as the Board of Directors meetings, will need to be held in-person. Buckmaster and Basques will be meeting with the attorney for a breakdown on these details.

7. Executive Directors Report

8. New Business

None

9. Other

None

10. Adjournment

Adjourned at 12:37pm.

11. Next Board Meeting: Wednesday, March 8, 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.*