



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

**Board of Directors Meeting
Wednesday, January 11, 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, Mark Nadim, Nancy Radcliffe, Paul Gadow, Rosanne Foust, Stacey Wagner

Absent: Alex Khojikian, Ben Paul, Henry Sears, Justin Mates

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

Other: City of Redwood City: Simon Vuong

- 1. Call to Order – President Gloria Arteaga**
Meeting called to order at 12:02 p.m. by President Gloria Arteaga.
Action Taken: N/A
- 2. Introductions**
Buckmaster introduced Simon Vuong to the Board. She announced that Vuong will be appointed at the February Board meeting as Alex Khojikian's replacement.
- 3. Approval of Minutes from December 14, 2022 Board of Directors**
The December 14, 2022 Minutes were reviewed.
Action Taken: Wagner moved to approve. Rezab seconded the motion and motion was approved unanimously.
- 4. Public Announcements, Public Comment**
None.
- 5. Committee Updates:**
 - **(Executive Committee)** President Gloria Arteaga
 - Recommendation of The Redwood City Improvement Association, the corporation who has the contract to administer the district, to the deletion of Federally owned property – The United States Postal Service Office at 855 Jefferson Ave., Redwood City, CA 94063, Parcel APN is 053-131-190, from the Redwood City Community Benefit Improvement District for the Fiscal Year beginning December 1, 2014. The annual reduction in assessments arising from the exclusion will be \$2,763.68.

Buckmaster explained that both the RCIA and City of Redwood City received a request to remove this parcel, which houses the USPS, from the RCIA and all special district assessments. Federally owned property is exempt from these assessments. She went on to say when the CBID was created in 2014, the post office should not have been included. Once this parcel is removed, a new CBID map will be created.

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

- Recommendation to set a new Reserves Policy, which would allocate 15% of the unappropriated fund balance of the RCIA budget into a General Fund Reserve.

Buckmaster said this was discussed at the December 2022 Board meeting, and is now coming back as a formal action item. All members agreed that setting a new reserves policy is safe and should be enacted. The reserve account will be held in the RCIA Chase bank account.

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

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

Next Committee Meeting – February 7, 2023 – 11:00am

Committee Co-Chairs: Rosanne Foust & Nancy Radcliffe

- **Enter into Agreement for Maintenance Services**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association accept the Sidewalk Operations, Beautification and Order Committee recommendation to enter into an agreement with J & A Maintenance Services for Maintenance, Landscaping, and Cleaning services, not to exceed \$306,000.00 for one calendar year, beginning January 15, 2023 through January 14, 2024, with the option to renew for no more than 3 years.

Radcliffe reported to the Board the details of the RFP and stated at the time of the RFP due date, there was only one received submitted response, which was from J & A Maintenance, the current contract with the Redwood City Improvement Association. The committee's recommendation was to award J & A Maintenance the contract. They felt that the services rendered these past years have been exceptional, and they have evolved to meet the RCIA's needs. In Board discussion, they also commented on the excellent job J & A Maintenance has provided. Rezab requested that when contracts for services are up, she would like to see the RFPs open longer than what is stipulated in the RCIA-City of Redwood City contract. Buckmaster stated that all rules were followed as in the contract between the Redwood City Improvement Association and the City of Redwood City.

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

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

Next Committee Meeting – January 31, 2023 – 12:00pm

Committee Co-Chairs: Don Gibson and Stacey Wagner

- **Enter into Agreement for Public Relations Services**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association accept the District Identity and Signage Committee recommendation to enter into an agreement with Olive Creative Strategies for Public Relations services, not to exceed \$7,500.00 per month, beginning January 15, 2023 through January 14, 2024, with the option to renew for no more than 3 years.

Gibson report with the Board the details of the RFP and stated that two companies submitted a response to the RFP. The proposal by JPW came in at a higher monthly rate and focused on a rebranding instead of social media and public relations work. The second RFP received was by

Olive Creative Strategies who currently holds the Public Relations contract for the Redwood City Improvement Association. The committee is recommending to continue on with Olive Creative Strategies for another year. Wagner commended the wonderful work that Olive Creative Strategies has done over the years, and the Board of Directors echoed her comments.

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

- **Parking Management Committee**

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

Committee Co-Chairs: Alex Khojikian and Henry Sears

- **Outdoor Business Activity Program Update**

Vuong gave an update stating nearly 40 applications were received for Outdoor Business Activity Program. Any business can apply, and the application period will not close, however all applications received before 1/20/2023 will be eligible for the fee waiver. Vuong stated if you know of a tenant who has not completed the application yet, please encourage them to do so.

6. President's Report

None.

7. Executive Directors Report

Buckmaster shared with the Board that the current Board Member Alex Khojikian will be stepping in as the Interim Community Development Director. With his time being limited, he is recommending that Simon Vuong take his place on the RCIA Board of Directors. Action item to come in February.

Buckmaster also shared that 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.

8. New Business

None.

9. Other

Rezab shared her tenant updates of Teriyaki Madness and Limon Rotisserie, and announced that the Black History Museum is coming back to the former Cost Plus site.

10. Adjournment

Adjourned at 12:31pm

11. Next Board Meeting: Wednesday, February 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.*