



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

**Board of Directors Meeting
Wednesday, November 9, 2022 – 12:00pm**

Location: Via [Zoom Video Conference](#)

MINUTES:

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

Absent: Mark Nadim, Rosanne Foust

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

Other: Olive Creative Strategies: Matthew Van Court, Cree Jones
Members of the Public: Chris Sturken, Jason Galisatus

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 invited those in attendance to introduce themselves via the chat
Action Taken: N/A
3. **Approval of Minutes from October 12, 2022 Board of Directors**
The September October 12, 2022 Minutes were reviewed.
Action Taken: Rezab moved to approve the minutes. Gadow seconded the motion and motion was approved unanimously.
4. **Public Announcements, Public Comment**
None.
5. **Committee Updates:**
 - **(Executive Committee)** President Gloria Arteaga
 - A. *Resolution:* The Board is requested to authorize the Executive Committee, at its sole discretion, to review the work of the CBID Management entity, Chamber San Mateo County, and grant an annual bonus amount not to exceed \$36,000 per year, to be paid out of the Contingency reserve. This bonus shall be considered at the end of each CBID fiscal year. This bonus amount is based upon performance above and beyond the expectations of the Board as well as the overall improvement in the CBID area. Buckmaster provided a document highlighting the projects and programs the Chamber has worked on this year for RCIA.
Action Taken: Radcliffe moved to approve the annual bonus. Livadas seconded the motion, and the motion was approved unanimously.

- B. 2022-2023 Administration/Corporate Operations Budget
(Fiscal Year December 1, 2022 – November 30, 2023)
Action Taken: Radcliffe moved to approve the Administration/Corporate Operations Budget. Wagner seconded the motion, and the motion was approved unanimously.
- C. 2022-2023 Contingency/City and County Fees/Reserves Budget
(Fiscal Year December 1, 2022 – November 30, 2023)
Action Taken: Radcliffe moved to approve the Contingency/City and County Fees/Reserves Budget. Rezab seconded the motion, and the motion was approved unanimously.
- **SOBO (Sidewalk, Operations and Beautification Committee)**
Next Committee Meeting – December 63, 2022 – 11:00am
Committee Co-Chairs: Rosanne Foust & Nancy Radcliffe
- D. 2022-2023 Sidewalk Operations & Beautification Budget
(Fiscal Year December 1, 2022 – November 30, 2023)
Action Taken: Radcliffe moved to approve the Sidewalk Operations & Beautification Budget. Galisatus seconded the motion, and the motion was approved unanimously.
Amended motion:
Radcliffe moved to approve the Sidewalk Operations & Beautification Budget. Sears seconded the motion, and the motion was approved unanimously.
There will be a Downtown Redwood City Farmers’ Market pilot and the committee approved to help them with power washing and marketing. Wagner asked when the Farmers’ Market will run – Buckmaster responded it is a temporary pilot and will begin in April 2023.
- **DISI (District Identity and Signage Committee)**
Next Committee Meeting – November 29, 2022 – 12:00pm
Committee Co-Chairs: Don Gibson and Stacey Wagner
- E. **2022-2023 District Identity and Signage Budget**
(Fiscal Year December 1, 2022 – November 30, 2023)
Action Taken: Wagner moved to approve the District Identity and Signage Budget. Gibson seconded the motion, and the motion was approved unanimously.
- F. **Holiday Decorations and Lighting**
Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association authorize the DISI Committee to purchase Holiday Decorations and Lighting within the Downtown CBID Zone 1 and Zone 2 not to exceed \$30,000.00.
Gasparini, asked about the large cost for lighting. Buckmaster agreed and would like to find partners with RCIA on Holiday Lighting Decorations in Downtown. Rezab said in her properties around the Bay Area, Holiday Decorations are very costly. Rezab suggested reaching out to J&A Maintenance to inquire if this is something they can do for RCIA.
Actions Taken:
Rezab moved to approve amending Item F. and change “purchase” to “install”.
Amended Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association authorize the DISI Committee to install Holiday Decorations and Lighting within the Downtown CBID Zone 1 and Zone 2 not to exceed \$30,000.00.

Rezab moved to approve the install of additional holiday decorations and lighting within the downtown CBID Zones 1 and 2. Radcliffe seconded the motion, and motion was approved unanimously.

G. Olive Creative Strategies – Public Relations Report

Van Court gave a public relations and social media update from the last month. Jones said they have been experiencing great growth on social media recently, especially Instagram.

- **Parking Management Committee**

Next Committee Meeting – November 14, 2022 – 9:00am

Committee Co-Chairs: Alex Khojikian and Henry Sears

The Parking Management Committee will be approving their budget at their upcoming meeting and looking into the next stage of the Parklet Program - the implementation.

6. President's Report

None.

7. Executive Directors Report

Buckmaster provided an update on the Professional and Administrative Services Agreement between the Redwood City Improvement Association and Chamber San Mateo County and it will be coming to the next Board Meeting. The Executive Committee will be meeting within the next week to discuss.

8. New Business

Rezab announced the new tenant moving into the former Old Spaghetti Factory space on Broadway: Limon Rotisserie. Arteaga asked if the Board is interested in returning to in-person meetings. Khojikian said beginning in March 2023, all Board and committees that fall under the Brown Act will have to return to holding meetings in-person per the Governor lifting the emergency order AB 361.

9. Other

None.

10. Adjournment

Meeting was adjourned at 12:47 PM.

11. Next Board Meeting: Wednesday, December 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.*