



REDWOOD CITY
IMPROVEMENT
ASSOCIATION

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

Location: 1450 Veterans Blvd. Suite 125, Redwood City, CA 94063
[Zoom Video Conference Option - If quorum is met](#)

MINUTES:

Present: Alex Livadas, Angela Rezab, Chris Beth, Dani Gasparini, Don Gibson, Gloria Arteaga, Henry Sears, Mark Nadim, Nancy Radcliffe, Paul Gadow, Rosanne Foust (virtually), Stacey Wagner

Absent: Ben Paul, Brianna Mariolle, Justin Mates, Simon Vuong

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

Other: Eleanor Lazar – Olive Creative Strategies, Cree Jones – Cree Jones Consulting

- 1. Call to Order – President Gloria Arteaga**
Meeting called to order at 12:07 p.m. by President Gloria Arteaga.
Action Taken: N/A
- 2. Introductions**
President Arteaga asked for introductions around the table and on zoom
- 3. Approval of Minutes from February 8, 2023 Board of Directors**
The February 8, 2023 Minutes were reviewed.
Action Taken: Rezab moved to approve. Wagner seconded the motion and motion was approved unanimously.
- 4. Public Announcements, Public Comment**
Mark Nadim shared with the Board the delay of removing the orange barricades on 2600 block of Broadway.
- 5. Committee Updates:**
 - **Executive Committee - President Gloria Arteaga**
 - *Accept the resignation of board member Aaron Akin, Community member, Good City Company, from the Redwood City Improvement Association Board of Directors, effective March 8, 2023.*
Akin was a Board of Director for the Redwood City Improvement Association for over 7years, and felt it was time to let others have an opportunity to serve (resignation letter included in packet).
Action Taken: Gasparini moved to approve. Rezab seconded the motion and motion was approved unanimously.

- *Update on changes to the Brown Act*

Presented by: Gregory Rubens, Partner, Burke, Williams and Sorenson LLP

Gregory Rubens gave an update on the current status of AB 2449 (Bill), and what the requirements are for both Board of Directors and Committee Members. Going forward, all Redwood City Improvement Association Committee and Board of Directors Meetings must be held in-person in order to be in compliance with the Bill. An in-person quorum is necessary for action(s) to be taken on the agenda. Once an in-person quorum is achieved, other members of the Board/Committee can participate in the meeting virtually in two situations only two times per year: Just Cause or Emergency Circumstances.

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

**Next Committee Meeting – March 28, 2023 – 12:00pm*

Committee Co-Chairs: Don Gibson and Stacey Wagner

- **Purchase Signage**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association accept the District Identity and Signage Committee recommendation to purchase customized paint, signs, installation hardware, and additional marketing materials to support the instillation of the Interactive Art throughout the CBID not to exceed \$3,000.00.

Basques explained this spend will support the interactive art and seasonal flag debut via signage and hardware for implementation.

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

- **Seasonal Flag Campaign**

Resolution: Shall the Board of Directors and the President of the Redwood City Improvement Association accept the District Identity and Signage Committee recommendation to create and purchase new flags and hardware to install on the street poles throughout the CBID, beginning in the 2600 Block of Broadway, not to exceed \$10,000.00.

Buckmaster and Basques shared that one of the goals for 2023 is to activate and highlight more of the Zone 2 areas of the CBID. Unfortunately, in these areas, banners are not accessible or available, however, flags can be installed on the light poles which will bring life and RCIA identification to more corners of the CBID – starting with the 2600 block of Broadway.

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

- **Olive PR**

- **PR and Social Media Report**

Lazar provided the public relations report, sharing the focus for March was on women-owned businesses and the LGBTQIA+ Art Kiosk Exhibition. Jones provided the social media update. Social has seen a steady growth over all platforms with a gain of 411 new followers, over 335K impressions, and over 5K total engagements across all sites. Additionally, GIFs have grown to 480K views.

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

**Next Committee Meeting – April 4, 2023 – 12:00pm*

Committee Co-Chairs: Rosanne Foust & Nancy Radcliffe

- **Interactive Art; Pianos**

Resolution: *Shall the Board of Directors and the President of the Redwood City Improvement Association accept the Sidewalk Beautification and Order Committee recommendation to purchase three (3) used pianos for use in each Zone 1 and Zone 2 of the CBID, not to exceed \$6,000.00.*

As part of the “Sights, Tastes & Sounds of Redwood City” Campaign, Basques shared with the Board that staff found 3 used pianos in excellent condition for an interactive art piece for Downtown Redwood City. These pianos will be painted by local artists and will sit in 3 areas of downtown for community use.

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

- **Parking Management Committee**

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

Committee Chair: Henry Sears

- **Outdoor Business Activity Program Update at next Parking Management Committee Meeting**

The Parking Management Committee meets on March 13th. On the agenda is an update on the Outdoor Activity Permit process from Tom Ford with the M-Group, and an update from Christian Hammock from the City of Redwood City.

6. President's Report

Arteaga did not have a report.

7. Executive Directors Report

- **Reminder to submit Form 700 by March 31, 2023**

Buckmaster reminded the Board of Directors that to be in compliance with the Redwood City Improvement Association’s Conflict of Interest, adopted in 2022, a Form 700 is required from all Board members by March 31, 2023.

8. New Business

None.

9. Other

None.

10. Adjournment

Adjourned at 1:22 pm.

11. Next Board Meeting: Wednesday, April 12, 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.*