



## REDWOOD CITY IMPROVEMENT ASSOCIATION

### Board of Directors Meeting

**Date:** Wednesday, May 13, 2026

**Time:** 12:00 - 1:00 pm

**Location:** 255 Shoreline Drive, Suite 150, Redwood City, CA 94065

### MINUTES:

**Present:** Amanda Anthony, Ashley Quintana, Don Gibson, Gloria Arredondo, Gloria Arteaga, Jeri Richardson-Daines, Kate Mosely, Nancy Radcliffe, Paul Gadow, Stacey Wagner

**Absent:** Adam Ely, Angela Rezab, Ben Paul, Brianna Mariolle, Dani Gasparini, Mark Nadim, Veronica Klein

**Staff:** Amy Buckmaster – Executive Director, Allison Follett

**Other:** Eleanor Lazar and Ana Carola Ybarra - Olive Public Relations, Councilmember Christopher Sturken, Jasmine Moreno – JLL, Mitch Bailey

**1. Call to Order – Vice President Paul Gadow**

*Vice President Gadow called the meeting to order at 12:02 p.m.*

**2. Roll Call/Introductions**

*Vice President Gadow called the meeting to order and initiated introductions.*

**3. Approval of Minutes from April 8, 2026, Board of Directors**

*The April 8, 2026, minutes were reviewed.*

**Action Taken:** Radcliffe moved to approve the minutes. Gibson seconded the motion, which was approved unanimously.

**4. Public Announcements, Public Comment**

*None*

**5. Committee Updates:**

- **Executive Committee**

**President Mark Nadim**

*No Update*

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

*Next Committee Meeting – June 3, 2026 – 1:00 pm*

Committee Co-Chairs: Stacey Wagner and Kate Mosley

*May meeting postponed to early June*

- **Olive Public Relations**

- **PR and Social Media Report**

*Lazar reported on the performance of the bi-weekly newsletter and recent media coverage on the art kiosk, Mother's Day dining and World Baking Day. Social media efforts resulted in 192 new followers and 98,000 impressions across all platforms. It highlighted Flavors of the Peninsula and RCIA improvements throughout Redwood City with the overarching goal of storytelling and maintaining momentum across all social media channels.*

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

*Next Committee Meeting – July 1, 2026 – 11:30 am*

Committee Co-Chairs: Nancy Radcliffe and Paul Gadow

- **Pilot Program - Power Washing 2000 Block of Broadway**

Resolution: Shall the Redwood City Improvement Association authorize the Sidewalk Operations, Beautification and Order Committee contract with J&A Maintenance for HOT High Pressure Power Washing on the 2000 block of Broadway once a month for 3 months at \$900 not to exceed \$3500, 90 days (3 months)

*The board discussed the need for power washing as the city does not currently power wash the 2000 block of Broadway and has high foot traffic from pedestrians each day.*

**Action Taken: Mosely moved to approve the minutes. Wagner seconded the motion, which was approved unanimously.**

- **Pilot Program - Power Washing Theater Way**

Resolution: Shall the Redwood City Improvement Association authorize the Sidewalk Operations, Beautification and Order Committee contract with J&A Maintenance for HOT High Pressure Power Washing on the Theatre Way once a week for 3 months at \$1085 per month not to exceed \$4,000 for 90 days (3 months)

*The board discussed the need for power washing as the city does not currently power wash the Theater Way*

**Action Taken: Mosely moved to approve the minutes. Anthony seconded the motion, which was approved unanimously.**

- **Parking Management Committee**

*Next Committee Meeting – July 1, 2026 – 10:30 am*

Committee Co-Chairs: Gloria Arredondo and Veronica Klein

*No update, held May combination meeting with SOBO Committee*

**6. New Business**

*None*

**7. Executive Director's Report**

*Buckmaster thanked board member Gibson for his help on the restructuring of the financials layout and breakdowns by committee budgets informed the board they will receive the April finances later this week. Buckmaster also expressed that she would like to hold a board retreat in early fall with new and returning Board Members.*

**8. President's Report**

*No update.*

**9. Adjournment**

*Adjourned at 12:38 pm.*

**10. Next Board Meeting:** Wednesday, June 10, 2026, 12:00 pm - 1:00 pm

**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 255 Shoreline Drive, Suite 150, Redwood City, CA 94065. 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.