



REDWOOD CITY IMPROVEMENT ASSOCIATION

Board of Directors Meeting

Date: Wednesday, November 12, 2025

Time: 12:00 - 1:00 pm

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

MINUTES:

Present: Angela Rezab, Ashley Quintana (virtually), Ben Paul, Don Gibson, Gloria Arredondo, Jeri Richardson-Daines, Kate Mosely, Mark Nadim, Nancy Radcliffe, Patrick Heisinger, Paul Gadow, Stacey Wagner

Absent: Adam Ely, Brianna Mariolle, Dani Gasparini, Gloria Arteaga, Veronica Klein

Staff: Amy Buckmaster – Executive Director, Felicia Basques, Allison Follett

Other: Eleanor Lazar and Cree Beatty - Olive Public Relations, Amanda Anthony – City of Redwood City, Redwood City Councilmember Chris Sturken

1. Call to Order – President Mark Nadim

President Mark Nadim called the meeting to order at 12:05 p.m.

2. Roll Call/Introductions

President Mark Nadim called the meeting to order and initiated introductions.

3. Approval of Minutes from October 8, 2025, Board of Directors

The October 8, 2025, minutes were reviewed.

Action Taken: Board Member Rezab moved to approve the minutes. Board Member Radcliffe seconded. The motion was approved unanimously via roll call.

4. Public Announcements, Public Comment

5. Committee Updates:

- **Executive Committee**
President Mark Nadim

- **Fiscal Year December 1, 2023 – November 30, 2024, Report of Independent Account and Financial Statement**

Buckmaster reviewed the FY 2023-2024 Financial Review and reported that once again the RCIA has achieved an A+ approval rating.

Action Taken: Board Member Rezab moved to approve the Fiscal Year December 2023 - November 2024 Report of Independent Accountant and Financial Statements. Gadow seconded the motion, which was approved unanimously via roll call.

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

Next Committee Meeting – December 3, 2025 – 1:00 pm

- **2025 Holiday Decoration Installation**

Resolution: Shall the Redwood City Improvement Association Board of Directors authorize the District Identity and Signage Committee to contract with J&A Maintenance to install RCIA-owned Holiday Decorations within the Downtown in Courthouse Square, not to exceed \$13,000.

Mosely reported that the existing Redwood City Improvement Association-owned holiday decorations would be used again this year. This would not include the festoon lighting as those were rented from The Christmas Light Pros. Installation would occur by the Thanksgiving weekend.

Action Taken: Board Member Mosely moved to approve the cost of installing holiday decorations in Courthouse Square by J&A Maintenance not to exceed \$13,000. Wagner seconded the motion, which was approved unanimously via roll call.

- **2025-2026 District Identity and Signage Committee Budget
Fiscal Year December 1, 2025 – November 30, 2026**

Buckmaster presented the proposed 2025-2026 budget for the District Identity and Signage Committee, noting that Project Management had been pulled out of the Marketing and Branding category and given its own line item in the budget across all three proposed budgets. Board members agreed this was a better way to represent how project management shows in the budgets.

Action Taken: Board Member Mosley moved to approve the District Identity and Signage Committee budget. Board Member Gadow seconded the motion, which was approved unanimously via roll call.

- **Olive Public Relations**

- **PR and Social Media Report**

Cree reported on bi-weekly newsletter performance and recent media coverage, noting successful placements for Dia de los Muertos and the most recent art kiosk installation. She shared that social media engagement remains strong, with 405 new followers and 467,000 total impressions. Buckmaster commended the team's work in elevating city events and noted increased council awareness of the Redwood City Improvement Association's role in media visibility. Promotions for upcoming events include the next art kiosk and holiday activities, and is developing a new "Work, Live, Thrive" content campaign.

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

Next Committee Meeting – December 3, 2025 – 11:30 am

- **2025-2026 Sidewalk Operations, Beautification and Order Committee Budget Fiscal Year December 1, 2025 – November 30, 2026**

Buckmaster presented the 2025-2026 budget for the Sidewalk Operations and Beautification Committee, noting that Project Management had been pulled out of the Revitalization category and given its own line item in the budget.

Action Taken: Board Member Rezab moved to approve the Sidewalk Operations, Beautification and Order Committee budget. Board Member Radcliffe seconded the motion, which was approved unanimously via roll call.

- **Parking Management Committee**

Next Committee Meeting – December 3, 2025 – 10:30 am

- **2025-2026 Parking Management Committee Budget Fiscal Year December 1, 2025 – November 30, 2026**

Buckmaster presented the 2025-2026 budget for the Parking Management Committee, noting that Project Management had been added as its own line item and Branding & Signage had been renamed Parking Management.

Action Taken: Board Member Richardson-Daines moved to approve the Parking Management Committee budget. Board Member Mosley seconded the motion, which was approved unanimously via roll call.

6. New Business

- **Downtown Redwood City Entertainment Zoning Discussion**

Presented by Amanda Anthony, Economic Development Manager, City of Redwood City

Anthony gave a presentation on the concept of entertainment zones throughout Redwood City. An entertainment zone as approved by ABC licensing would permit alcohol consumption in designated street areas during special events or even closed streets. She explained that an ordinance outlining specific streets and activation times would be required and would need council approval. With an entertainment zone, beer/wine booths would no longer be allowed, and security would be required. Feedback is being gathered from property owners and other stakeholders, as the proposal could expand options for downtown programming and events such as those in Courthouse Square or the upcoming FIFA and Superbowl in the coming years. The discussion also included considerations around the security needs, cleanup responsibilities, and ensuring flexibility to activate the zones through special event permits.

7. Executive Director's Report

Buckmaster shared she spoke with Marc Zafferano, with Boucher Law, as our current RCIA Attorney Kai Ruess could not draft a standard funding agreement for the RCIA as he has a conflict of interest as he does some contract work with for the City of Redwood City Attorney's Office.

Ruess recommended Marc Zafferano who is now in private practice and there were not conflicts of interest but is familiar with funding agreements. He was the City of

San Bruno's City Attorney for 23 years. Buckmaster spoke with him, and he will be drafting a standard funding agreement that the RCIA can use for any projects they are funding through outside organizations and or city partner project from. We will be able to use the document for the existing proposed projects and for future projects

She shared the Board of Directors wishes of a potential agreement including, target project goal dates, completion date and if not completed on time funding is returned and or an agreed upon completion date not to exceed. Also included on all future agreements will be that the RCIA is not responsible for any maintenance, repairs, held accountable, indemnification etc. She said once she has a draft, she will share will with the Full Board for final approval. Hopefully by the December Board Meeting.

8. President's Report

None

9. Adjournment

Adjourned at 1:09 pm

10. Next Board Meeting: Wednesday, December 10, 2025

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.*