**BID BOARD MEETING MINUTES**

**Wednesday, August 9th, 2017**

**LOCATION: CHAMBER OF COMMERCE CONFERENCE ROOM**

1. **Call To Order 8:07am**
2. **Roll Call:**
   1. Attendees: **Board:** Jeff Brusati, Jed Greene, Dezzy St. Andre, Bonnie Ayers Namkung, Jaime Ortiz, Melissa Prandi, David Haydon, LeAnne White. **Absent:** Matt Haulk, Sherene Chen, Adam Dawson. **Staff:** Amanda Lennon **City:** Tom Adams **Chamber:** Joanne Webster.
3. **Approval of Minutes:** 
   1. **Motion: Melissa motions to approve the minutes from July. Bonnie seconds. Motion passes unanimously.**
4. **Public Comments:**
   1. none
5. **Board Member Comments:**
   1. Dezzy mentions that her friend owns a new store opening on the West End called Katy Birds. The store will be having a grand opening party on August 10th from 6-9pm. Amanda post on the BID’s Facebook page.
   2. Jaime announces that he has just joined a rotary group in San Rafael and will be active in it going forward.
6. **BID and Chamber Collaboration:**
   1. Joanne mentions that the Chamber would like to support the BID in the Wine Stroll, and asks how they can most be of use: selling tickets? Providing volunteers?
   2. Joanne suggests that in the future it would be helpful to coordinate the Chamber and BID events schedules so that each event can receive the full benefit of support for both organizations, membership, and the community.
   3. Melissa states her support of collaborating on some things, but also points out that sometimes the BID needs to take the lead, and will do so.
   4. It is agreed that, going forward, the Chamber will be the organization to host ribbon cuttings, but that the BID will be invited to attend.
   5. Amanda and Joanne to liaise after BID’s 2018 Work Plan is complete.
7. **Discussion of 2017 and 2018 Work Plan:**
   1. **BID Finances:**
      * Jaime requests that the board approve additional signers to the BID bank account so that it is easier to acquire the required two signatures for outgoing checks. Some discussion of adding a low ~$1000 limit under which a second signer would not be need is undergone, but the BID by-laws prevent so doing. It is determined that an additional signer must be a member of the Executive Committee.
      * **Motion: Bonnie motions to add Melissa Prandi (Secretary), and Amanda Lennon (Executive Coordinator) as signers. Jed seconds. Motion passes unanimously.**
   2. **Membership Outreach**
      * Due to Amanda’s temporary health condition, she and Jaime suggest that it would be helpful if the board became more involved in member outreach.
      * Amanda suggests the creation of ‘sections’ of the downtown which each board member could be assigned to walk on a regular basis. Board members request having an event or initiative to discuss when they do, so that it does not come across as cold calling. Amanda to coordinate.
      * Melissa reminds the board that we had agreed to acquire name badges for the board members to wear when they do outreach or attend events.
      * Dezzy suggests that the BID create decals to be placed in the window of each ground-floor board member’s business in order to identify them as a community support.
      * Amanda to get quotes for name badges and decals.
      * Amanda suggests that including BID Board Member bios on the website would be a valuable tool to enhance accessibility. She will send an email request to the board.
      * Targeted email communications are also discussed, with Amanda to plan rough future schedule.
   3. **Budget and Workplan for Upcoming Year:** 
      * Jaime requests two more board volunteers to sit on committee to determine our 2018 budget and workplan. Will new additions, full committee will be: Bonnie, Adam, Jed, Sherene, Leanne. Tom Adams will attend for guidance, and Amanda will schedule a meeting date for the week of 8/14
8. **Other Items:**
   1. **G Square Ribbon Cutting:**
      * All board members are requested to attend ribbon cutting held tonight from 5-7pm at the new G Square building on the West End.
      * Melissa states that she did an interview with the Marin IJ about the event, which will be released tomorrow.
   2. **Events Committee Update:** 
      * Wine Stroll: Leanne reports that all paperwork has been finalized for the wine stroll, and there are sponsorship commitments from Prandi Properties and G Square. Facebook page will be up and running by the end of the week. Dezzy to research trolley’s. An events committee meeting will be held week of 8/14 – Leanne to schedule.
      * Other ideas: Leanne states that she has enlisted a friend to host an email workshop for our members on how to grow, keep, and utilize an email contact list. Jaime suggests that the events committee consider organizing a sidewalk sale downtown sometime before the end of the year. Events committee to discuss.
   3. **Update from City Staff on Downtown Projects:**
      * Tom Adams mentions again what an honor it is for San Rafael to have receives the California Arts District designation, and that the city will ask the BID to collaborate with them as they create and implement projects under the designation going forward.
      * Tom also mentions that the city would like to have a BID representative on the General Plan committee which is being formed, and requests that any interested Board Member contact him.

**Adjourn at 9:08am.**