



**HISTORIC RAILROAD SQUARE ASSOCIATION  
Community Benefit District**

**RRSQ Association Board Meeting**

**Thursday, April 15, 2021**

**8:30 AM per ZOOM TELECONFERENCE NOTE NEW TIME**

**Present:** Mike Montague, Dee Richardson, Hugh Futrell, Marianne Neufeld, Fluorine Ellingson, Noelle Hermann, Rafael Rivero, Larry Silver, Paul Quattrocci, Curt Nichols, Hardeep Gill, Jim McCalligan

**Absent:** Theresa Tommasi

**Guests:** Myra Berkowitz, Zach Berkowitz

**AGENDA/MINUTES**

- 1. CALL TO ORDER AND ROLL CALL:** President Mike called the meeting to order at 8:35am.
- 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS** (limited to 2 minutes each. Comments from the public will be allowed on all agenda items at the time each item is addressed.) Zach Berkowitz expressed his gratitude to Mike and the Association for assisting with the graffiti & homeless issues experienced on his property.
- 3. CONSENT ITEMS**
  - 3.1 Approval of March 25, 2021 Board Minutes: To be approved at May meeting.
- 4. PRESIDENT'S REPORT-** Mike Montague - Reported that the executive committee met with Martin Hamilton/Arlene Francis Center to discuss delinquent assessment fees. A follow up letter was sent from the Association offering opportunities and assistance to generate funding.
  - 4.1 Security - Acknowledged city staff for clean up of the Prince Greenway. Mike alerting the City regarding new encampment on Cannery property.
  - 4.2 Homeless encampments/ Action plan. Hugh Futrell reviewed the letter drafted by the Executive committee to go to the mayor, city council, SRPD, DAO. Acknowledged the efforts the city has made but there is need for protocols to be in place. Addressed the difficulty of removing camps once they've gotten established. Our obligation is to protect our district from the negative perception/impact to RRSQ. Our letter is to convince the city to provide resources to prevent encampments from occurring by working collaboratively with our security and encourage the Health Department to be more responsive with COVID testing so camps can be moved more quickly. The Executive committee will keep the board informed with any responses and updates.
- 5. FINANCIAL REPORT:** Hugh Futrell, treasurer: reviewed financial statements. Request was made for a check from the city for current assessment fee payments. Noelle Hermann inquired if there was funding to reimburse property owners for their cost of paint for graffiti removal as we have assisted some properties. The Executive committee will review and propose a policy for graffiti assistance that is equitable to individual property owners.

## **6. EXECUTIVE DIRECTOR'S REPORT- Kris Wilson**

6.1 Property Assessment Billing update - Rafael Rivero: reported \$70,606 has been collected thus far with payments expected from SMART and Cornerstone. Estimated over \$80,000 to be received within next 2 weeks. Delinquent notices to be sent to past due fees from 2020 property owners.

6.2 Marketing: Radio Ad Merchant campaign /Website/Photographer: Coop ads will be starting this month with 7 merchants participating through October. RRSQ will be participating in the SoCo Tourism Program "Inspiration Guide", beginning by June through September. Hugh commented that the SoCo. Tourism Program does not promote the SR downtown area very much and will report back on efforts to market downtown and RRSQ with TOT funds paid by our hospitality partners. Photographer to be confirmed to provide current photos reflecting the best of RRSQ to be used for all marketing purposes.

6.3 Farmers Market: Our focus now is on enhanced security and street cleaning. Kris suggested priority of overcoming the negative perception of safety and failure of the past RRSQ market before moving forward with a market this year. Plan to continue development of a new farmers market to start next year.

## **7. AD HOC COMMITTEE REPORTS/GOALS**

7.1 Security - Larry Silver/Mike: Larry reported that now that the freeway underpasses have been cleared, there may be less graffiti issues. New graffiti and 1 encampment noted on Cannery property. Evening patrol is working well. Stressed the importance of alerting police and submitting complaints as soon as even one tent or incident is sighted. There was discussion of establishing a volunteer group of property owners outside of the board to canvass the area on a regular basis to help patrol properties and quickly report incidents. Contact number to Code Enforcement Violations to be distributed to property owners and merchants: 707-543-3198.

7.2 Way-finding signs – Noelle Hermann: presented plan for way-finding signage with the objective to create attractive signage with visual direction and to eliminate A-frame signs which pose a safety issue. Protocols, costs and format for 2 sided signs were reviewed. Jim McCalligan commented on the use of "placeholder" signs as it takes time for a program to complete. Noelle is working with the DAO and museum for possible collaboration. Locations were reviewed to avoid conflicts with trees, light poles, etc. Property owners to be kept informed on placement. Zach Berkowitz suggested the use of QR codes to be added to the signs.

7.3 Tree Report- Jim McCalligan: Proposals are being reviewed for both tree trimming and removal as the preference would be for one company to do both. Options are being explored for concrete removal/replacement. Pending vendor bids will be reviewed with recommendations to be submitted at our next board meeting. Budget for the project was reviewed.

7.4 Street Cleaning / Trash receptacles-Paul Quattrocchi: Reported that some trash liners have been replaced and the City staff remains challenged to finish the project.

7.5 Project Review Committee - Curt Nichols: No new report.

7.6 Lighting- Hardeep Gill/Rafael Rivero: The City has hired a new electrician. Meeting pending to revisit discussions on lighting and landscaping in Depot Park. Follow up meeting with Tara Thompson and Jen Santos being planned to address how funds being held in reserve may be used for art projects in the park.

8. **FUTURE AGENDA ITEMS:** Volunteer Bollard painting project

9. **ADJOURNMENT :** Meeting adjourned at 9:50am.

**ACTION ITEMS:** Schedule volunteer clean up day for late Spring.

**Next Meeting: Thursday, May 20, 2021 - 8:30 AM per ZOOM**