



**HISTORIC RAILROAD SQUARE ASSOCIATION
Community Benefit District**

RRSQ Association Board Meeting

Thursday, October 21, 2021

8:30 AM per ZOOM DUE TO COVID

Attendees: Mike Montague, Dee Richardson, Florine Ellingson, Jim McCalligan, Curt Nichols, Theresa Thomassi, Rafael Rivero

Absent: Hugh Futrell, Hardeep Gill, Paul Quattrocchi

Guests: Dorothy Beattie, Ken La Franchi, Geoffrey Smith, Jill Moyer

AGENDA/MINUTES

- 1. CALL TO ORDER AND ROLL CALL:** President Mike Montague called the meeting to order at 8:31 AM.
- 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS** (limited to 2 minutes each) No public comments.
- 3. GUEST SPEAKER: Dorothy Beattie, President of the 6th Street Playhouse** shared that their board is in contract to purchase the building. They are working in concert with the Dance Center and plan to extend the use of the property throughout the day as now it is used only in the evenings. With a proposed new name of "Broadway West", goals include fundraising efforts for website development, beautification of the property and developing affordable housing for artists. Time frame is five years. Mortgage payment will be less than the rent currently being paid.
- 4. CONSENT ITEMS**
 - 4.1 Approval of September 16, 2021, Board Minutes. Motion to approve was made by Mike Montague which was seconded by Curt Nichols and approved.
- 5. PRESIDENT'S REPORT-** Mike Montague
 - 5.1 The nominating committee includes Mike, Dee Richardson, Curt Nichols and Anthony Quattrocchi. Dee will send list of board term limits and slate will be presented at our next meeting. Mike reported he would continue as president for two more years and then would step down.
- 6. FINANCIAL REPORT:** Treasurer, Marianne Neufeld was absent.
 - 6.1 Kris Wilson reported that invoices with a "Second Notice" letter from the Association will be sent to all property owners with outstanding tax assessment fees. A letter of

demand will follow for any remaining unpaid balances. Mike encouraged current projects be moved forward to finish this year.

7. EXECUTIVE DIRECTOR'S REPORT- Kris Wilson

7.1 Marketing efforts include radio coop ads and fall/holiday ad in SCTP Inspiration Guide and postings on Facebook and Instagram. Kris is encouraged each of us to post on these sites. Noelle Herman suggested another site called "Red Tricycle" which includes Marin County and San Francisco and will provide information.

8. AD HOC COMMITTEE REPORTS/GOALS

8.1 Security is getting under control. Catholic Charities has done a good job keeping us updated.

8.2 Wayfinding signs – Noelle Hermann: The project is moving forward, working on logistics with the City for compliance, permitting and sign placement. The committee has decided to move from 12 signs to 8 due to costs. Working on marketing plan to market to businesses including an incentive for early buy in. Signage placement at SMART station/4th Street is to be determined.

8.3 Tree Report- Jim McCalligan: Trees on 4th and 5th Streets have been trimmed a first phase. Jim acknowledged the "above & beyond" job that that was done by Bright. The next phase will include Wilson and 3rd Streets. The trees on 3rd Street in front of hotels are quite large on both sides and we'll coordinate with the hotels regarding timing of work there.

8.4 Street Cleaning - Wave

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

8.6 Lighting- Rafael Rivero: Hardeep Gill and Rafael met with electrical contractor and requested bid to wrap the trees in Depot Park with lighting similar to downtown SR. Bid included wrapping 8 trees plus the palm tree. Discussion included future lighting of 4th Street along with 3rd, 5th, and Wilson as it would make a great impact on visitors in the district. Bid for additional lighting pending and Mike asked to be included in meeting with contractor.

9. FUTURE AGENDA ITEMS

9.1 Sidewalk repairs: Discussion regarding the poor condition of sidewalks, especially in front of 4th Street Cellars and Disguise the Limit. Mike said the city is grinding down the corners of the sidewalk. New property owner, Ken LaFranchi agreed to join an AdHoc committee with Curt Nichols, Jim McCalligan and Florine Ellingson to address the issue and explore options for a phased project and funding that could include property owners and City participation as there are safety concerns.

10. **ADJOURNMENT:** President Mike adjourned the meeting at 10am.

ACTION ITEMS:

Next Meeting: Thursday, November 18th. In person meeting to be confirmed pending consensus from board members.