



**HISTORIC RAILROAD SQUARE ASSOCIATION
Community Benefit District**

RRSQ Association Board Meeting

Thursday, December 16, 2021

8:30 AM – Courtyard Marriott Hotel Conference Room: 175 Railroad St. (In Person meeting)

Hybrid meeting per ZOOM DUE TO COVID requirements

Attendees (In person): Mike Montague, Marianne Neufeld, Florine Ellingson, Theresa Thommasi, Dayna Irvine, Paul Quattrocchi, Hugh Futrell, Rafael Rivero, Kris Wilson.
(Per Zoom) Noelle Hermann.

Absent: Curt Nichols, Jim McCalligan, Dee Richardson, Hardeep Gill.

Guests per Zoom: Sgt. Tim Barrett, Downtown Enforcement Team, Jill Moyer

AGENDA/MINUTES

- 1. CALL TO ORDER AND ROLL CALL:** President Mike Montague called the meeting to order at 8:40 AM.
- 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS** (limited to 2 minutes each) None
- 3. CONSENT ITEMS**
 - 3.1 Approval of November 18, 2021, Board Minutes. Motion to approve was made by Marianne Neufeld and seconded by Florine Ellingson.
- 4. PRESIDENT’S REPORT–** Mike Montague
 - 4.1 District Updates: included in committee reports below.
- 5. FINANCIAL REPORT –** Marianne Neufeld, treasurer
 - 5.1 Assessment fee update. Past due fees were reviewed. We will continue to pursue for collection.
 - 5.2 2021 - 2022 Budget review

We are under budget to complete the Wayfinding signage and funds are available to move forward to complete the tree trimming project. Left over funds from this year will roll into next year. The proposed 2022 budget includes projected dollar amounts for planned projects in the district. Additional hours have been added for the Executive Director’s allotted time from 24 to 30 hours per week. We want to show property owners results of their assessment fees with more visual impacts of our efforts to improve the district. (Funds to be allocated for projects are noted in adhoc committee reports). Hugh made the motion to approve the budget with suggested changes and to allow the board to make changes as needed throughout the year.

The motion was seconded by Paul Quattrocchi. Marianne to bring final 2022 budget to January Board meeting.

6. EXECUTIVE DIRECTOR'S REPORT– Kris Wilson

6.1 Holiday marketing and activities: The carriage rides and live music will be going on every weekend through Christmas Eve and is a welcomed event for our community.

Kris attended a meeting coordinated by Jason Nutt, City of SR to learn about the Streets Team Program which is being used in Marin County and possible opportunities to collaborate with the Downtown Action Organization. Discussion followed with suggestions to get other nonprofits involved in funding and support opportunities. Hugh suggested we stay cautious. Kris to arrange meeting with Cadance Allinson from the DAO.

7. AD HOC COMMITTEE REPORTS/GOALS

7.1 Security - Mike Montague: Security is still an issue, especially perception for guests. TeeVax is sponsoring a pilot program working with our security company, with 4 cameras to be placed in key areas in the district. An iPad will be purchased which will give security agents access to any untoward activity that needs immediate attention. The possibility of adding extra security hours with day patrol was also discussed.

7.2 Wayfinding signs – Noelle Hermann: Hugh will review final proposal before being submitted to the City. Maps are being formatted for the City. Directional signs are being fabricated with 7 locations identified. SMART sign location to be identified. Next steps will include creation of sales/marketing piece to approach business owners.

7.3 Tree Report – Jim McCalligan: In progress. Bids have been received to complete tree trimming throughout the district. Next phases will include replacement of trees.

7.4 Street Cleaning / Trash receptacles – Paul Quattrocchi: There have been some frustrations with Bright and street cleaning as they have had management changes. Currently street cleaning is contracted for one day a week which could be increased to twice a week. Cleaning needs to be more thorough including pressure washing and cleaning trash receptacles. Paul has spoken to the city regarding trash receptacle doors that need to be repaired or replaced. Raphael to assist with a meeting with Paul and James Castro, City staff. Hugh reminded all that the role of the district is clearly defined to enhance work beyond the City responsibilities and to be cautious of over reaching our role.

7.5 Project Review Committee – Curt Nichols: No new report. Meeting pending to discuss sidewalk repair.

7.6 Lighting – Hardeep Gill/Raphael Rivero: Lighting has been installed on street trees in Depot Park. There was discussion about adding lights to roof tops, including the hotels. This could be at significant cost but would highlight the district all year long.

a. Depot Park lighting update: Palm tree lighting pending as lights are on order. Florine and Kris hope to explore a Holiday Tree Lighting for Next year.

7.7 Nominating committee – Dee Richardson (absent) Mike introduced and welcomed our new board member, Dayna Irvine. She has owned A'Roma Roasters for 31 years and will be a great addition to our board.

Mike also announced that we need a vice-chair to replace Hugh's position on the Executive Committee. To be discussed at January Board meeting.

- a. The Historic Railroad Square Association is a 13-member board, made up of property and business owners that serves the needs of the railroad Square District. Nominations are open through December 31 for terms starting in 2022. Board members are expected to attend monthly meetings and serve on auxiliary committees supporting Historic Railroad Square.

Please submit any nominations by December 31. The RRSQ Association Nominating Committee will meet in early January and present their recommendations to be approved at the first meeting of the year on January 20, 2021. To submit a nomination, if you have any questions or are interested in learning more about the Association, please contact Kris Wilson: kris@railroadsquare.net

8. **FUTURE AGENDA ITEMS**

1. Parklet extension: Rafael Rivero

Next meeting: Thursday, January 20, 2022 at 8:30 AM – Courtyard Marriott.

9. **ADJOURNMENT:** President Mike adjourned the meeting at 10:10 AM