



**HISTORIC RAILROAD SQUARE ASSOCIATION
Community Benefit District**

**RRSQ Association Board Meeting
Thursday, February 18, 2021
9 AM per ZOOM TELECONFERENCE**

In Attendance: Kris Wilson, Mike Montague, Dee Richardson, Theresa Tommasi, Rafael Rivero, Hugh Futrell, Noelle Hermann, Marianne Neufeld, Larry Silver, Curt Nichols, Paul Quattrocci, Florine Ellingson, Jim McCalligan

Absent: Hardeep Gill

Guests: Tom McIntyre, Ann Conger, Brad Calkins

AGENDA/MINUTES

- 1. CALL TO ORDER AND ROLL CALL:** President Mike called the meeting to order at 9:05am
- 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.) There were no public comments.
- 3. CONSENT ITEMS**
 - 3.1 Approval of January 21, 2021 Board Minutes: Minutes were approved by Marianne Neufeld and seconded by Dee Richardson & accepted unanimously.
- 4. PRESIDENT'S REPORT-** Mike Montague
 - 4.1 Prince Greenway Rehabilitation: Meetings ongoing with City staff. Some results are being seen with removal of encampment and graffiti cleaned. The city is watching closely.
- 5. FINANCIAL REPORT:** Hugh Futrell, treasurer: Budget is balanced. Rafael Rivero will be providing a tax assessment update.
- 6. EXECUTIVE DIRECTOR'S REPORT-** Kris Wilson
 - 6.1 Radio Ad campaign: Restaurant focus campaign starting 2/20 through 2/27. A coop ad campaign with RRSQ Hotels is being discussed.

6.2 Social Media/Newsletter: Ongoing postings on FB and Instagram. Working on a March newsletter to go to all property & business owners.

6.3 Website: Meetings with TIV Marketing to discuss updates to our website Board members are encouraged to review the website and provide their input.

6.4 Farmer's Market: Meeting with Miracle Plum group for updates on securing potential sponsors and survey merchants for their input. Plans to move forward with the goal to produce a seasonal Farmers Market starting in May/June.

7. AD HOC COMMITTEE REPORTS/GOALS

7.1 Security/Street Maintenance Update/Proposals- Larry Silver/Mike Montague/Paul Quattrocci: Security needs have increased due to increased vandalism, camping & graffiti. Mike proposed adding a dedicated vehicle 8 hrs during the night, 5 nights per week with 2 nights of "pass by" on those nights not covered to stay within our budget. More hours can be added if needed. Mike & Larry will do an area walk through with a security officer to target areas such as alcoves. Weekly Street maintenance proposal was discussed starting March 1st for the remainder of the year. Maintenance would include light tree trimming, sidewalk cleaning, weeding and landscape maintenance.

Mike made a motion to hire Allied Security and BrightView Landscaping with any adjustments to the budget to be brought back to the RRSQ Board in March. The Motion was seconded by Hugh Futrell and passed unanimously.

7.2 Wayfinding signs – Noelle Hermann met with City engineer, Rob Sprinkle to evaluate sign map for safety. Encroachment permits are being explored and the project is moving forward with consideration to individual sign cost to participating businesses. Phasing the project could be considered.

7.3 Tree Report- Jim McCalligan: Discussed bid from Atlas Tree to identify priority areas to remove any dangerous trees and additional costs for concrete repair & grids. Proposal for phased project beginning on 5th Street to remove/replace trees and trim trees as needed on 4th Street. Type of tree is yet to be determined as well as timing of any removal. Encroachment & meter bagging, sidewalk repair costs to be determined. Jim to explore with other vendors to get an idea of scope of work and define a phased plan.

7.4 Trash receptacles-Paul Quattrochi: No update.

7.5 Project Review Committee - Curt Nichols: working with Friends of SMART regarding Founder's Grove and concept of landscaping near Berkowitz building and multi-use pathway. There are future SMART grant funds coming for the pathway, but undetermined for this year or next.

7.6 Marketing - Theresa Tommasi: Marketing committee meeting next week to discuss marketing plans for this year including website update and advertising opportunities.

8. **DISCUSSION ITEMS:** Graffiti on Cannery Building and growing encampment is of concern. Although the responsibility is with the property owner, Mike to reach out to assist.

9. **ADJOURNMENT:** Meeting adjourned at 10:35am.

ACTION ITEMS:

Next Meeting: Thursday, March 18, 2021 - 9 AM per ZOOM