



**HISTORIC RAILROAD SQUARE ASSOCIATION  
Community Benefit District**

**RRSQ Association Board Meeting**

**Thursday, May 18, 2023**

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

**Attendees:** Mike Montague, Paul Quattrocchi, Pauline Block, Florine Ellingson, Noelle Hermann, Jim McCalligan, Curt Nichols, Rafael Rivero, Kris Wilson.

**Absent:** Dayna Irvine, Marianne Neufeld, Dee Richardson, Theresa Tommasi, Hardeep Gil

**Guests:** Jill Moyer

**MINUTES**

**1. CALL TO ORDER AND APPROVAL OF APRIL MINUTES** – President Mike Montague called the meeting to order at 8:40 AM. Motion to approve April minutes with one correction noted per Curt Nichols. Motion made to approve by Pauline Block, seconded by Noelle Hermann.

**2. PUBLIC COMMENTS ON NON-AGENDA ITEMS** – (limited to 2 minutes each) None

**3. CONSENT ITEMS** – None

**4. PRESIDENT’S REPORT**– Mike Montague

4.1 District updates/Security – There is an increase in transient activity on 6<sup>th</sup> Street near Catholic Charities’ Caritas property. Macy’s is experiencing issues with loitering when Caritas’s closes at 6:00 PM and the afterschool teenage crowd causing disturbances in the parking lot and store. Increase in Issues are also being seen at Wilson and 4<sup>th</sup> Streets, with screaming, loitering, graffiti, throwing trash. We’ll discuss the increase in graffiti with the City. Discussion regarding Burbank Housing that has been entitled to house both transitional and transient population, each at 50%, including some known to have prior convictions including sexual assault and violent behaviors. More discussion and information to follow.

4.2 Website SEO update – We are seeing good traction with the new focus on SEO and web traffic is up 28% in little over a month. It will take more time to see real results.

**5. ED REPORT**– Kris Wilson

5.1 Summer Music Update – The Summer Music Series will be starting on Sunday, June 18<sup>th</sup> from 12-3pm and will continue every Sunday through August 27<sup>th</sup>. Kris is working to secure musicians and activities with the help of the group Balanced Breakfast, a local musician network group. Mike and Dayna are working on the Montague Music Series with street music lending a friendly atmosphere 4 days/week during lunch and dinner times.

5.2 Marketing Update – Lee Wright and Dee are working on a one-fold rack card with a QR code to make it cohesive showing experiences to be had in Railroad Square. Smart has offered us a platform ad for production costs only. It has been suggested that we try it at the Larkspur station. QR code will be added with a strong message to visit RRSQ. Kris is working with SMART’s ad team to create the ad.

5.3 July Board Meeting/retreat – will be from 11:00 - 2:00 PM; Kris is working on securing a venue. Kris will draft a format /timeline for the meeting and will request reports/input from the board prior to the meeting regarding projects to complete, and suggestions for direction. Pauline suggested looking at “Jam Board” online which is a big post-it board for gathering ideas. It could be used for the retreat.

6. **FINANCIAL REPORT** – In Marianne Neufeld’s absence, financial statements were provided.

7. **PROJECT UPDATES/DISCUSSION**

7.1 Wayfinding Pedestrian Signage Installation. Feedback on the signage has been very positive. Noelle suggested a photo opportunity/celebration with the merchants and a possible ribbon cutting ceremony. Location at/near Depot Park is being discussed. Rafael will work on a press release and contact Kerry Benefield with the PD. City officials will be invited.

7.2 4<sup>th</sup> Street Lighting Project – Rafael: In San Rafael, the electrical company that was contracted to do their lighting job didn’t run into any difficulties in getting their sign-off for the installation. Rafael suggested getting a second bid and will contact the company San Rafael used as their poles/lighting are similar to our plans for RRSQ.

7.3 Other Project Updates – Rafael: Railroad Square and DAO are collaborating more to work on common issues. The SOFA area is looking to create a community benefit district and wants to meet with us and EDD to discuss.

7.4 Parking: Paul, Mike & Kris met with City parking staff to work together to make improvements to our parking lot and cleaning walkways.

7.5 Kris has been in contact with Parks department as the Depot Park sign is complete and being scheduled for installation. Kris is checking with staff to encourage installation prior to the June 11 RRSQ Music Festival.

7.6 Pauline gave a brief update on the EIFD; with appointments being made on June 6<sup>th</sup>. The County’s contribution has yet to be determined. More information to follow regarding these funds.

8. **Adjournment** – Mike adjourned the meeting at 10:05am

**Next Meeting: June 15, 2023 – IN PERSON AT 8:30 AM – Courtyard Marriott**

