

**The Richmond Main Street Initiative, Inc.
Revitalizing Historic Downtown**



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BOARD OF DIRECTORS MINUTES

Thursday, March 14, 2019 | 12:00pm

Present: Xavier Abrams, Billy Ward, Charlene Smith, Cindy Haden, Yvette Barr, Michael Martin, Robert Rogers, Sarah Wally
Staff: Amanda Elliott, Florene Wiley
Absent: Tami Steelman Gonzales

I. Opening of the Meeting

Meeting was opened by Xavier Abrams at 12:19pm.

II. Review and Approval of Agenda

Michael Martin moved for the approval of the agenda. Yvette Barr seconded the motion. The agenda was unanimously accepted and approved.

III. Public Comment

Any person may directly address the Board at this time on any item on the agenda or on any item that is within the subject matter jurisdiction of the Board. A maximum of five (5) minutes is allowed for each speaker.

Cordell Hindler presented these events for Board consideration: 1) Emergency Preparedness Workshop March 19, Free at Richmond Auditorium, 2) Council of Industries monthly luncheon with speaker on March 20, Noon, Hotel Mac, \$45 ticket; 3) Crime Prevention field trip to the Richmond Communication dispatch center; 25 slots open, March 20, 7- 8:30. He promised to bring flyers next month for a new show.

IV. Approval of Minutes: January 10, 2019; Board Retreat Notes February 8, 2019

Michael Martin moved to approve the January 10, 2019 minutes as amended by Charlene Smith; Sarah Wally seconded the motion.

No one had a chance to review the February 8 Retreat notes. Abrams did not take a motion but tabled that to the next meeting. Amanda will resend the retreat notes for review.

V. Administrative Update – Amanda Elliott

a. Financials

Has entered most of the 2019 budget that was approved at the retreat. We are ahead in our current contributions with new CRA funding from Mechanics Bank.

Cindy asked about the variance in the assessment allocation. Amanda will update the budget to correct the error. The 2019 budget is based on 2018 income with a little extra in a couple of areas which we discussed at the Retreat.

b.

CoBiz LLC Update

We are moving forward, despite some misunderstandings about the governance. This year's budget is one of those areas. Michael commented that the major issue is how much of the overall budget will be allocated to the partners and how much will be allocated for where the CEO wants to go; right now that's the physical design. Decisions have been delayed until all CoBiz board members review the Interior Design proposal and approve the final budget.

Amanda explained that the CoBiz LLC board has oversight. Amanda expressed that the Interior Design budget was extremely high and most partners agreed. There was some discussion about this among the board members. Xavier stated that June 3rd is the tentative date set for CoBiz to open. Amanda said the Business Hub/Food Hall portion will open before that date, maybe by the end of April. Xavier met Ernst last week and is encouraged by his positive attitude and also has met Wesley. She thinks we should be encouraged and move forward. Xavier suggested a bi-monthly check in with Amanda to keep the RMSI board updated.

c. Transition Plan – Development Consultant

Transition team met. Team updated the draft. Amanda will forward the update to the board. Team came up with an emergency plan – that Yvette and Michael will be cross trained on the financial information and other pertinent office duties. They will receive a copy of the Important Information binder for daily operations in the office. This will need to be handled in the next couple of months.

Michael agreed to craft a public statement and work with Amanda on Talking Points. Amanda created an Executive Director job description which will be sent to Board members. Amanda is working with Sarah Lightfoot on shoring up current grants, report deadlines and renewals. Sarah L. is looking at the SFF grant and will help Amanda determine the best way to engage with them and other funders about any transition. This will probably not happen until July or August. Charlene suggested that we want to invite funders to programs and events. Maybe we can invite Landon Williams from SFF to the Art in Transition; invite him to the panel discussion. Amanda will work with Charlene to facilitate that meeting. Xavier asked which funders we will need to meet with: Amanda suggested, San Francisco Foundation, Kaiser, California Endowment, Leshner, and Chevron and the City of Richmond. Charlene recommends meeting with Program Officers at these foundations. Amanda has been invited and will participate in an ED transition workshop in April; the convener is partners with LeaderSpring. Xavier recommends making the announcement after CoBiz opens.

VI. Committee/Event Updates

a. Promotions /Fundraising – Michael & Yvette (Co-Chairs)

Committee met on Monday 3.11. We have a new committee member from NIAD and we talked about partnering with them on events and potentially doing demonstrations at Healthy Village. We are hoping for sponsorship from Kaiser for the event. Looked discussed themes for this year's events. We are looking at adding an international theme for Music on the Main and incorporating 23rd street merchants. Yvette met with Sergio who owns Bob's Cleaners, who is part of a new group of merchants association on 23rd street. Amanda said she thinks some of the acts from 23rd Street events could be a great draw. Liam from NIAD is a new addition to the Promo/.Fundraising committee; will follow up in to secure bands within the next few weeks: Andre Thierry, Samba Funk, a Latinx group. Charlene reminded everyone that EBCPA has 9 performing arts groups that perform all over the area (West African, Son de la Tierra, Iron Ballet, Jazz collective, Richmond Chamber Ensemble, Voices of Reason, Iron Triangle Theatre Company. Amanda said that we would reach out to our community partners. Especially EBCPA for the Youth Stage at Spirit & Soul, but also in MoM. Yvette said another idea was to seek to add individuals to be Grand Marshals for events;

we talked about Demnlus Johnson for Healthy Village and S&S; Holiday Festival: Mayor & City Mgr and Nat Bates for Chill with a Cop.

We discussed securing a top level performer for the S&S: After party that would draw people and entice them to pay. One suggestion was \$100 ticket would include a ticket to S&S VIP area. The ticket price would be reduced to maybe \$35 per ticket without big celebrity. We will need more volunteers so people aren't tired from having worked all day. Michael suggested that adding VIP seating to evening ticket might get people coming early for evening event.

b. Clean and Safe – Cindy Haden

Decided to have the meetings at different location through the district. The next meeting will be at RMSI Weds Mar 20 from 5 to 6pm. We are hoping people will stay over for the Stakeholder Meeting.

Garage: Ernst paid for security at the Garage for a couple of weeks while it was cleaned out. He has currently suspended security. They haven't moved back in, but someone is camped out in front of the gate.

c. Economic Development – Charlene Smith

We did not meet in January. We have decided to have another Mixer in partnership with Chamber at Concourse. We will continue to focus on businesses who are in the Market Square Mall since we had some interest and success with engaging them for Small Business Saturday. Robert has provided a list of new businesses to contact and engage. Sheryl Lane has resigned from the committee. We're still looking for additional members. We will discuss outreach at our next meeting.

VII. Other Business/Good of the Order

Amanda is serving on the Healthy Richmond Community Visioning Process, with Robert Rogers, and they're having a March 30 roll out event. They have been meeting with North Richmond residents about a planned roll out. Robert explained that North Richmond is one of the most impoverished areas in the Bay Area. Amanda is working with the Business Opportunities team. North Richmond is in the throes of change. There is more than 12 acres of space that will become available because of a demolition of a public housing project. It's a huge credit to Amanda to be a part of this and help develop other parts of our community. North Richmond is just down the street from downtown. It is important that we create a strong link with that community.

Upcoming events:

- Stakeholder Meeting Weds March 20
- EBCPA – events announced by Charlene – March 23, Free. She suggested everyone visit website for details. She distributed flyers for other events as they continue their CK Ladzekpo's 50th year celebrations.

Meeting adjourned: 1:34pm.

Next meeting: Thursday, April 11, 2019
Richmond Main Street Office