

Richmond Main Street Initiative, Inc.

Revitalizing Historic Downtown



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MEETING OF THE BOARD OF DIRECTORS

Thursday, January 14, 2021 | 4:30pm

via Zoom

MINUTES

Present: Billy Ward, Charlene Smith, Cindy Haden, Michael K. Martin, Robert Rogers, Sarah Wally, Xavier Abrams, Yvette Williams-Barr

Staff: Alicia Gallo, Ronnie Mills, Vivian Wong

Absent: Tami Steelman Gonzales

I. Opening of the Meeting

Meeting was opened by Robert Rogers at 4:32 pm.

II. Public Comment

None.

III. Review & Approval of Agenda

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

IV. Approval of Minutes: December 10, 2020

Yvette moved to approve the December 10, 2020 minutes. Xavier seconded the motion.

V. Review of Financials

Charlene said to present the Jan-Dec 2021 budget in a way to explain to funders how a deficit will not happen. She requested a 2020 vs 2021 budget vs actual and that the 2021 budget to be based on reality and historical data, and to explain our deficit on budget/financial statement notes. Robert recapped that the overall revenue and expenditures were higher in 2020 than in 2019. Since expenses outpaced revenue, the 2021 budget will need to grapple with this. Sarah states that 2019 had events and more fundraising. Xavier asked how PPP and EIDL were booked. Vivian responded that the PPP first draw was on the 2020 Balance Sheet, whereas EIDL was counted towards the P&L.

VI. Administrative Update

- a. **Staff** - CPA search update came up with two quotes: one from Jere Batten, Batten Accountancy (charge: \$1,000-\$1,500) and David Peters, Alkebulan Financial Solutions LLC (charge: \$1,750).

Action: Select CPA to file 2020 990.

- b. **Fund Development**

CA Relief Grant 1/13/2021 - website failed, so will need to apply on 2/8/2021. ECIA has 2/5/2021 deadline. EIDL (\$7,000) and PPP (\$35,000). Charlene stated the PBID funding is not guaranteed for the future.

Action: Go after General Operating funds by researching foundation directory online, set up in-person meetings, tap into the Chamber and COI. Seek to build a Corporate Coalition.

VII. Work Plan Updates

- a. Programs & Events

Stakeholder Meeting to be on a Wednesday instead of a Friday.

- b. COVID19 Response

Office now has OSHA protocol and home self-screening protocol.

- c. DRPBID

Search for grant to pay for consultant. Xavier stated Civitas was used last time and \$20K was raised for the last revision, Alicia stated that in addition to contacting property owners, the consultant upholds legal requirements like updating MDP, stakeholder, create petitions and ballots, among other things.

VIII. Committee Updates

- a. **Clean & Safe** - Cindy Haden

The committee met yesterday and talked about beautification projects, Metrowalk, online coffee/donuts with a Cop around Spring and NNO time; Foods Co mess in the back and Code Enforcement needs to address; homeless population increased.

Action: None

- b. **Economic Development** - Charlene Smith

The committee received coverage on NBC for the Virtual Merchants Showcase. The committee members shared why they joined the committee and what role to play in downtown.

Action: Create pitch for corporate underwriters like the US Bank Foundation. Recruit more stakeholders.

- c. **Promotions & Fundraising** - Michael K. Martin, Yvette Williams-Barr

In light of Covid, the committee will combine Music on the Main, Spirit & Soul online and Christmas holiday events online and also fundraise early. The committee also sought to clarify their purpose and activities which fulfills our goals of fundraising and promotions

Action: None.

I. Other Business/Good of the Order

Robert reported that Covid vaccines are rolling out to those 65 and up and that the hotline will be live next week and appointment are available online now. Sarah suggested a celebrity sports person to promote vaccine. Billy reminded for everyone to fill out the Board Retreat date Doodle poll.

II. Meeting adjourned

Robert made a motion to adjourn; Billy seconded. Meeting unanimously adjourned at 5:35 pm.

Next Meeting: Thursday, February 11, 2021, 4:30pm, via Zoom