

Richmond Main Street Initiative, Inc.

Revitalizing Historic Downtown



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MEETING OF THE BOARD OF DIRECTORS

Thursday, March 9, 2021 | 4:00 pm

via Zoom

NOTES

- **Opening of the Meeting**

Robert Rogers opened the meeting at 4:04 pm.

- **Board Members Present:** Billy Ward, Charlene Smith, Michale K. Martin, Robert Rogers, Sarah Wally, Tami Steelman-Gonzales, Yvette Williams, Xavier Abrams
- **Staff Present:** Alicia Gallo, Ronnie Mills
- **Absent:** Cindy Haden

- **Public Comment**

None.

- **Reviews & Approvals**

Tami Steelman-Gonzales moved for the approval of the agenda. Yvette Williams seconded the motion. The agenda was unanimously accepted and approved.

Charlene Smith moved for the approval of the February 11, 2021 minutes. Yvette Williams seconded the motion. The minutes were unanimously accepted and approved.

- **Board Elections**

Tami Steelman-Gonzales presented the following slate of executive officers interested in serving: Robert Rogers, Chair; Charlene Smith, Vice-Chair; Yvette Williams, Secretary; Sarah Wally, Treasurer. Tami Steelman-Gonzales moved for approval, Billy Ward seconded the motion. The nominations were unanimously accepted and approved.

- **Administrative Update + Q&A**

- **Staff**

Alicia Gallo reported that Vivian Wong's last day with the organization was Friday, February 26; the board and staff thanked her for her tenure as Executive Director and wished her well with future endeavors. She and Ronnie Mills have been working collaboratively during this transition period and are in the process of restructuring roles and responsibilities. Updated job descriptions for both staff and the appointment of Alicia Gallo to serve as Interim Executive Director were discussed and approved.

Next Meeting: April 13, 2021, 4:00pm, via Zoom

Robert Rogers asked about timing for publicly announcing the Interim Executive Director appointment. Tami Steelman-Gonzales mentioned possibly linking new announcements to new funding opportunities. Michael Martin and Billy Ward mentioned making public announcements as soon as possible. Alicia Gallo proposed pairing the announcement with the invitation to the annual stakeholder meeting.

- Action Items: Robert Rogers and Alicia Gallo to work on the announcement, and share it with the board for review.

- **Fund Development**

Alicia Gallo reported that staff has submitted a proposal to Square (underwriting the E-commerce program) and a sponsorship request to East Bay Municipal Utility District (support education/outreach via Small Business Mailer). The staff has also provided fund development materials requested by Charlene Smith and is working on developing the sponsorship packet for Spirit & Soul Festival 2021.

- **Review of Financials**

Sarah Wally presented the 2021 budget to the board. Charlene Smith mentioned possible opportunities for going for renewable funders for the future.

Tami Steelman-Gonzales moved to approve the 2021 budget. Michael Martin seconded. The budget was unanimously accepted and approved.

- **Work Plan Update**

- **Programs & Events**

Alicia Gallo reported that the transition plan roadmap is mostly complete and staff are using it to finalize the 2021 work plan with guidance and support from the committees. Since the February meeting, staff have made progress on deliverables related to the Art In Windows and Square E-commerce programs. Spirit & Soul is looking to be the big event for 2021.

Robert Rogers requested further elaboration on the Square partnership. Alicia Gallo provided a high-level explanation for the partnership with Square. Robert Rogers mentioned the exciting partnership with Square for downtown post-COVID, and them as a major leader in commerce going forward. Charlene Smith expressed support for the underwriting proposal.

- **DRPBID**

Alicia Gallo presented on the forward momentum with Safety1st and the Neighborhood Ambassadors. Monthly check-ins are going well; in late February Safety1st supervisors notified Richmond Main Street that one of the ambassadors had tested positive for COVID19 and they activated protocols to protect personnel and community health. Sarah Wally inquired about progress on her recommendation regarding Safety1st invoicing.

- Action items: Ronnie Mills to reach out to Safety1st for one(1) invoice for services and one(1) invoice for supplies

- **Ad Hoc Transition Team Update**

- Coordination & Board Engagement - Tami Steelman-Gonzales

- Tami Steelman-Gonzales is providing coordination and engagement support.

- Fund Development - Charlene Smith

- Charlene Smith is going through previous year funders - possible renewable funders for 2021 - mentioned the entire board can help out with Fund Development

- Fund Management - Sarah Wally

Next Meeting: April 13, 2021, 4:00pm, via Zoom

- Sarah Wally mentioned recurring Monday AM cash-call, a cash flow system that is being built to help
 - Alicia Gallo requested a review for resolutions for bank accounts, new check signers. SW mentioned action items and bank resolutions field-trips, and selection process for CPA, and the migration of Quickbooks to cloud operations. Xavier Abrams mentioned the need to call banks for amendment of bank signers - MM volunteered to call banks for bank signage regulations - Xavier Abrams mentioned having Interim Executive Director as only RMSI staff as check signers.
 - Administrative Support - Yvette Williams
 - YW mentioned re-working the filing system in-office and organizational system. Also creating a training system for possible volunteers
 - to assist with admin work.
 - Community Ambassadors - Cindy Haden, Michael K. Martin
 - Executive Director Search - Tami Steelman-Gonzales, Robert Rogers
 - *Action Items: Locating 2020 E.D. search notes/documents from office to send out to Robert Rogers & Tami Steelman-Gonzales*
 - DRPBID Renewal - Xavier Abrams
 - Misc. - Billy Ward
- **Committee Updates** - 5 minutes each
 - Clean & Safe - Alicia Gallo on behalf of Cindy Haden
This month's meeting is scheduled for March 10.
 - Economic Development - Charlene Smith
The February meeting was productive and the next meeting is scheduled for March 15.
 - Promotions & Fundraising - Michael K. Martin, Yvette Williams
Michael Martin - The committee met on March 8, established Art In Windows and Spirit & Soul Festival as the primary projects for 2021.

Charlene Smtih and Xavier Abrams inquired about recommendations to pause committee meetings for the next few months due to staff capacity concerns. Ronnie Mills proposed pausing Promotions Fundraising; Alicia Gallo proposed maintaining all committee activity to leverage the support of members in work plan activities and stay in compliance with Main Street Approach accreditation; Charlene Smith advocated against pausing Economic Development.

- **Other Business & Good of the Order**
 - Robert Rogers acknowledged and thanked Billy Ward for his service as Chair.
 - Xavier Abrams mentioned the need to send out the board packet documents in a timely manner.

Meeting Adjourned: Michael Martin moved to adjourn the meeting. Billy Ward seconded.
Meeting adjourned at 5:28 pm.

Next Meeting: April 13, 2021, 4:00pm, via Zoom