

Richmond Main Street Initiative, Inc.

Revitalizing Historic Downtown



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MEETING OF THE BOARD OF DIRECTORS

Thursday, April 22, 2021 | 5:00pm

via Zoom

MINUTES

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

Staff: Alicia Gallo, Ronnie Mills

Absent:

I. Opening of the Meeting

Meeting was opened by Robert Rogers at 5:06pm.

II. Public Comment

none

III. Review & Approval of Agenda

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

IV. Approval of Minutes: March 9, 2021

Michal Martin moved to approve the March 9, 2021 minutes. Charlene Smith seconded the motion. The minutes were unanimously accepted and approved.

V. Review of Financials

none

VI. Administrative Update

a. Staff - Alicia Gallo

RMSI staff are continuing to work through the transition process. Ronnie Mills and Alicia Gallo are continuing updating workflow and filing processes. There are plans to submit an application for Summer interns to aid in increasing organizational capacity. Alicia stated a number of professional development opportunities RMSI staff have taken part in; also noted that Alicia was a speaker at the UrbanMain Happy Hour session for the Main Street Now Conference.

Action: Summer Youthworks intern application

VII. Work Plan Updates

a. Programs & Events

Economic Vitality: The Square E-commerce University Series launched in April 2021. RMSI continues to provide technical assistance and information to businesses through digital channels and direct outreach. April 8th and 9th the neighborhood ambassadors distributed 40 informational packets to Downtown businesses. RMSI has recently been approached by the San Francisco SBA to partner with CoBiz, Richmond Chamber of Commerce, and City of Richmond in hosting a training on May 6; CoBiz has proposed a hybrid in-person/virtual event with RMSI as a promotional partner. The 2020 Annual Report was sent out and received positive feedback regarding design and content.

- Xavier Abrams: Enquired about funding opportunities with possible partnership(s).
- Alicia Gallo: Initial underwriting was declined; possible restructuring of partnership slated for early Summer 2021.
- Charlene Smith: Enquired about the process of RMSI funding proposals from potential sources.

Promotions & Marketing: RMSI issued a call for artists that resulted in 34 submissions from 26 artists; the artist selection announcement was released; RMSI staff stated the schedule for installing the exhibitions and initiation of promotion by the end of April. The 2021 Spirit & Soul Festival is anticipated to begin a sponsorship campaign within the next few months and to start scoping out the event budget.

Clean & Safe: RMSI staff expressed concern over areas that continue to suffer from chronic dumping and ongoing maintenance of green spaces. The Planter Ambassador pilot program continues and The Reentry Success Center Men's Group is preparing to begin regular work days in the Community Green Space with tentative first work day on May 1. RMSI staff hosted the annual Stakeholders Meeting on March 24th.

b. COVID19 Response

none

c. Fund Development

Cash Flow Analysis: Alicia provided a breakdown RMSI's current cash flow status.

High-Level Plan: Alicia also provided a plan of action regarding possible funding sources and a call for additional board support regarding creative funding opportunities.

d. DRPBID

Safety1st: RMSI staff will be working to address some issues with the Safety 1st's communication and reporting.

Renewal: RMSI met with Xavier Abrams and Amanda Elliott and were provided great insight and recommendations for the renewal process. Amanda Elliott has made herself available as an advisor regarding the BID process.

Misc: The April invoice for the BID and the deliverables report were sent to the City; May will be the initial engagement with the City Manager's office to start the process of scheduling RMSI's PBID annual report to City Council. Alicia stated the need to conduct at least one round of property owner outreach. RMSI plans to reach out to past renewal consultants for aid this year's BID renewal.

- Xavier Abrams: Expressed the need for board member aid for additional RMSI marketing efforts. Additional concerns regarding funding for renewal consultants.

VIII. Ad Hoc Transition Team Update - Tami Steelman-Gonzales

- Coordination & Board Engagement - Tami Steelman-Gonzales
 - Tami Steelman-Gonzales will continue to provide coordination and engagement support.
- Fund Development - Charlene Smith
 - Charlene Smith will continue to provide assistance with grant writing and assisting RMSI staff with grant writing skills.

- Fund Management - Sarah Wally
 - Aided in negotiating an upgrade for RMSI's IT services
- Administrative Support - Yvette Williams
- Community Ambassadors - Cindy Haden, Michael K. Martin
- Executive Director Search - Tami Steelman-Gonzales, Robert Rogers
- *Action Items: Prioritizing fund development as the springboard into the 2020 E.D.*
- DRPBID Renewal - Xavier Abrams
- Misc. - Billy Ward

IX. Committee Updates

a. Clean & Safe - Cindy Haden

- Continued partnership with Richmond business owners in our district. RMSI plans to assist with the opening of the Community Green Space. Continued work with Richmond's newly appointed CORE team within the district.

Action:

- none

b. Economic Development - Charlene Smith

- RMSI staff and committee members are looking to launch a Mini-neighborhood project with a handful of the Market Square Mall merchants. The committee will not meet in May and will look to restart in June. A local business owner and community ally attended a few sessions for the Main Street Conference in April.

Action: RMSI staff and committee members will be looking to partner with 2-3 new businesses in the district.

c. Promotions & Fundraising - Michael K. Martin, Alicia Gallo

- Continuing to build the backend sponsorship for the 2021 Spirit & Soul event. RMSI staff secured a partnership with local brewery The Factory Bar for event specials. RMSI staff are in conversation to secure a partnership with local tv station KOFY TV-20 for hosting the event this fall. NIAD Art In Windows has a planned launch with a virtual reception.

Action:

I. Other Business/Good of the Order

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II. Meeting adjourned

Robert Rogers made a motion to adjourn; Meeting unanimously adjourned 6:18pm.

Next Meeting: Thursday, May 27, 2021, 5:00pm, via Zoom