

Richmond Main Street Initiative, Inc.

Revitalizing Historic Downtown



1600 Nevin Plaza

Richmond, CA 94801

Phone: (510) 236-4049 | Fax: (510) 236-4052

Web: www.richmondmainstreet.org

MEETING OF THE BOARD OF DIRECTORS

Thursday, June 24, 2021 | 5:00pm

via Zoom

MINUTES

Present: Michael K. Martin, Robert Rogers, Tami Steelman-Gonzales, Xavier Abrams, Charlene Smith

Staff: Alicia Gallo, Ronnie Mills

Absent: Yvette Williams-Barr, Billy Ward, Cindy Haden, Sarah Wally

I. Opening of the Meeting

The meeting was opened by Robert Rogers at 5:10pm.

II. Public Comment

none

III. Review & Approval of Agenda

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

IV. Approval of Minutes: April 22, 2021 & May 27, 2021

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

V. Review of Financials

Alicia Gallo: As of May 2021, all financial documents were sent out to the board for review. Alicia also stated RMSI is working with the current bookkeeper on best practices regarding day-to-day financial documentation.

VI. Administrative Update

a. **Staff** - Alicia Gallo

Staff

RMSI staff will be hosting a Summer Youth Employment Program intern starting in early July. Staff is currently working on an office reopening plan and will start working in the office the week of June 28th in a “soft reopening” mode. There have been a few recent incidents with Rich Clothing Company; RMSI staff met with Osaretin to clear the air and draft an MOU. Staff is also working with the Mayor’s Office and

Richmond Transit Station Task Force working group to host an official Richmond Visitor Center Grand Reopening on Friday, July 16, 4pm-6pm; a casual event on Nevin Plaza with info booths.

Deborah and staff have made progress on the QuickBooks maintenance required to file 990s and expect to re-engage with the CPA in mid-July.

The computer upgrade project is complete.

Monday (June 28th), Alicia Gallo will be a panelist on an UrbanMain webinar about Supporting the Creation and Growth of Businesses in our Community with RMSI to receive an honorarium.

Programs & Events

- **Economic Vitality:** The Square E-commerce University Series wraps up this week; Alicia is meeting with Ren Center next week to discuss the future of the Square E-commerce program. Staff is looking to continue to provide technical assistance and information to businesses through their digital channels and direct outreach. Last week Alicia hand-delivered flyers about the new state reopening guidelines to every business that was open. Many had questions about whether businesses could still require patrons to wear masks. In response, a digital Downtown Richmond “Beyond the Blueprint” toolkit was developed. With the support of 3 volunteers, RMSI also completed a survey of district businesses collecting data about the types of COVID relief funds they’ve been able to access, their greatest needs, and how RMSI has supported them. The Economic Department and City Council were made aware of the event.
- **Promotions & Marketing:** With NIAD, RMSI co-hosted the Small Business Development for Richmond Artists workshop June 23rd. Alicia Gallo provided a presentation on e-commerce. Next steps: NIAD is preparing the funder report and will share it with staff to contribute. Planning for Spirit & Soul Festival continues; Ronnie has taken the lead on the sponsor campaign and production. As of June 24, 2021, RMSI is at around 52% complete of raised funds. Staff is also looking into using the visitor center grand reopening as a way to sponsor a district-wide reopening or open house promotional activity.
- **Clean & Safe:** Volunteer Planter Ambassadors continue to help out and the Men’s Group will be working in the Community Green Space this Saturday (rescheduled from last week due to Juneteenth).
- **Misc:** On Saturday RMSI staff was Downtown for the Juneteenth Caravan.

DRPBID

- **Safety1st:** Ambassadors have deployed a second janitorial cart, increasing their capacity.
- **Assessment:** RMSI staff submitted the June invoice on the 7th.
- **Renewal:** Alicia is working with Civitas to update the proposal to reflect a September start date.
 - Xavier Abrams: Raised questions regarding the efficacy of physical mailers and stakeholders. There was discussion regarding RMSI, Richmond stakeholders, and Richmond City Council relationship

Fund Development Plan

- **Cash Flow Analysis**
 - Income amounts reflect contributions received as of June 17 and future guaranteed funding. New guaranteed funding includes 50% cost-share with Rich Clothing Company on Internet and Janitorial services.

- The projected budget shortfall continues to appear in August/September, with November and December being very lean.

- **Fund Development Work Update**

- Capacity building: Charlene and Alicia are checking in weekly to discuss prospects and funder engagement.
- Alicia provided a list of proposals that have been submitted, grant invitations, awarded grants, grant prospects, and outstanding action items that have been completed.

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

- Coordination, Board Engagement, & Executive Director Search - Tami Steelman-Gonzales
 - Tami Steelman-Gonzales provided a high-level update on the creation of the Executive Director's job description - there was additional board discussion regarding details of the job description and additions/subtractions that need to be made and which board members will assist in its completion.

VIII. Committee Updates

a. **Economic Development** - Charlene Smith

- Charlene provided an update relating to the new businesses in the district, current and upcoming events, and an update on business partnerships within the district. Also, working with the newly formed Market Square Mall task force in surveying the businesses within the Market Square Mall.

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

- Cindy provided a high-level update relating to the Neighborhood Ambassadors, the cleanliness of certain areas within the district, and areas of concern.

c. **Promotions & Fundraising** - Michael Martin, Yvette Williams-Barr, and Ronnie Mills

- Michael, Yvette, & Ronnie provided an update regarding the decision process for the upcoming Spirit & Soul Festival and final decision that was made with additional board support. The board provided additional feedback regarding COVID-19 safety precautions regarding the upcoming event.

Action:

none

I. Other Business/Good of the Order

- none

II. Meeting adjourned

Robert Rogers made a motion to adjourn; Meeting unanimously adjourned 6:30pm.

Next Meeting: Thursday, July 22, 2021, 5:00pm, via Zoom