

Richmond Main Street Initiative, Inc.

Revitalizing Historic Downtown



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MEETING OF THE BOARD OF DIRECTORS

Thursday, July 22, 2021 | 5:00pm

via Zoom

MINUTES

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

Staff: Alicia Gallo, Ronnie Mills

Absent: Michael Martin

I. Opening of the Meeting

The meeting was opened by Robert Rogers at 5:12pm.

II. Public Comment

none

III. Review & Approval of Agenda

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

IV. Approval of Minutes: July 22, 2021

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

V. Review of Financials

Alicia Gallo: As of July 2021, all financial documents were sent out to the board for review. Alicia discussed RMSI's current financial status.

VI. Administrative Update

a. **Staff** - Alicia Gallo

Staff

RMSI staff welcomed a new Summer Youth Employment Program intern late July. Staff have returned to working in office during normal business hours.

Alicia and RMSI's bookkeeper have completed the Quickbooks maintenance project required for filing current taxes.

There was discussion regarding current status of 990 tax filings.

Programs & Events

- **Economic Vitality:** The Square eCommerce Program is on hiatus pending receipt of funds from Wells Fargo. RMSI is working with RenCenter staff and our Square representative to design the next iteration of the program. RMSI is continuing to provide technical assistance and information to businesses through our digital channels and direct outreach.
- **Promotions & Marketing:** RMSI continues to post updates and promote Downtown businesses on all social media channels.
Planning for the Spirit & Soul Festival continues. As of today, sponsorship pledges are around 60% of the fundraising goal. Filming of the broadcast performances is taking place this late July. The initial venue for the VIP Watch Party fell through, and a new venue partnership was secured.
- **Clean & Safe:** Volunteer Planter Ambassadors continue to help out and the Men's Group will be working in the Community Green Space Saturday July 24. To date, the Men's Group have contributed 117 hours of service and removed 91 bags of debris.
- **Misc:** The Richmond Transit Center Grand Re-Opening event on July 16 went really well. About 100 attended, The Rich Clothing Co received an increase in visitors and sales, and RMSI created a video recap of the event that got good engagement online.

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- **Safety1st:** The neighborhood ambassador work schedule was amended so that the maintenance crew is working an additional hour and the hospitality crew is working one hour fewer.
- **Assessment:** Confirmation from the City of Richmond was received notifying of decline of the July invoice due to delay of City Council approval.
- **Renewal:** Alicia Gallo provided a renewal of service proposal for work with consultant Civitas - a vote was requested to move forward with the proposal.

Fund Development Plan

- **Cash Flow Analysis**
 - Current cash flow was discussed and a review of anticipated funding.
- **Fund Development Work Update**
 - Alicia discussed current capacity building and fundraising efforts with additional assistance from select board members.

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 status of the RMSI ED search and first round interviews - there was additional board discussion regarding potential candidates and additional assistance with first round interviews.

VIII. Committee Updates

- Economic Development** - Charlene Smith
 - No meeting in July - next meeting to take place in August.
- Clean & Safe** - Cindy Haden
 - Discussion around Safety 1st's update provided at the Clean & Safe meeting & the action items regarding community clean up & public safety.
- Promotions & Fundraising** - Robert Rogers, Yvette Williams-Barr, and Ronnie Mills
 - In the stead of Michael Martin, Robert Rogers provided an update regarding the status of meeting with the Iron Triangle Neighborhood Council.

Action:

none

I. Other Business/Good of the Order

- Wishing Ronnie Mills a Happy Birthday!
- City council meeting July 22, 2021

II. Meeting adjourned

Robert Rogers made a motion to adjourn; Meeting unanimously adjourned 6:05pm.

Next Meeting: Thursday, August 26, 2021, 5:00pm, via Zoom