

Richmond Main Street Initiative, Inc.

Revitalizing Historic Downtown



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MEETING OF THE BOARD OF DIRECTORS

Thursday, September 23, 2021 | 5:00pm

via Zoom

NOTES

Present: Billy Ward, Charlene Smith, Cindy Haden, Robert Rogers, Sarah Wally, Xavier Abrams, Yvette Williams

Staff: Andrea Portillo-Knowles, Alicia Gallo, Ronnie Mills

Absent: Michael K. Martin

Guests: Tami Steelman-Gonzales

I. Opening of the Meeting

The meeting was opened by Robert Rogers at 5:08pm.

II. Public Comment

Tami Steelman-Gonzalez presented for public comment and the potentiality of a new board member.

III. Review & Approval of Agenda

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

IV. Approval of Minutes:

August 26, 2021: Xavier moved for the approval of the agenda. Charlene seconded the motion. The agenda was unanimously accepted and approved.

(Closed Session) September 2, 2021: Xavier moved for the approval of the agenda.

Yvette seconded the motion. The agenda was unanimously accepted and approved.

V. Board of Directors Update

ED Hiring process - Robert made remarks regarding the new ED hiring process.

Secretary Role: Discussion regarding the drafting of the minutes and who is responsible, the Secretary or Staff; Xavier proposed Board to look at all roles & responsibilities and/or bylaws, make adjustments as needed; Tami proposed the building in of a flexibility clause based on need.

Discussion regarding Prospective Board Member Protocol: Executive Director initiates the relationship with the individual, shares resume & evaluation with Board for review; if the Board wants to move forward, they will interview and vote.

Action Item: Alicia to share prospective board members with Andrea and the Board. Also, to share the list of property owner candidates with Andrea Knowles for engagement.

VI. Administrative Update

Staff

- **ED Transition:** The new Executive Director, Andrea Knowles, began tenure on 9/13/2021. She shared plans for future introductions with RMSI's core partners. RMSI staff have scheduled a recording of a virtual "Walk Through Downtown" within the coming weeks.
- **SYEP Intern:** RMSI's summer intern, Sachneet's, last day was September 3.
- **Bookkeeping:** none
- **Office:** The indoor masking policy is still in effect, per Contra Costa County health order (a/o August 3).

Programs & Events

- **Economic Vitality:** Andrea remarked on the first meeting with Main Street's point of contact for the LISC-Verizon Small Business Digital Ready Program and the next steps in launching the program. Andrea commented on initial introductions with City staff to start work on planning The Mayor's Business Roundtable. Also, there was discussion on participation in local City workshops as well as working on the development of a Small Business Saturday readiness workshop in partnership with the economic development committee.
- **Promotions & Marketing:** Ronnie remarked on the efficacy of the Spirit & Soul Festival & VIP Watch Party. He also noted conversations with attendees and listed a breakdown of sponsor contributions, feedback from staff, performers, and volunteers. Yvette commented and gave appreciation for all the contributions of RMSI Staff regarding ideation, planning, and implementation of the 2021 Spirit & Soul Festival & VIP Watch Party.
- **Clean & Safe:** Andrea commented on the continuation of the Volunteer Planter Ambassador program, the Reentry Success Center Men's Group work at the Community Green Space, and additional conversations with the Richmond Transit Station Working Group regarding the implementation of additional beautification projects downtown.

DRPBID

- **Safety1st:** Andrea commented on the initial introductory meeting with Safety 1st's leadership.
- **Assessment:** Andrea remarked on the eligibility of RMSI regarding the PBID assessment.
- **Renewal:** Andrea commented on an initial meeting with PBID renewal consultant to discuss the renewal timeline and action items.

Fund Development Plan

- **Cash Flow Analysis:** The current cash flow and a review of anticipated funding was discussed.

- Fund Development Work Update: A recap was provided on donor cultivation and proposal submissions conducted by staff since the August meeting date, as well as award notifications received.

VII. Ad Hoc Transition Team Update

- a. None

VIII. Committee Updates

- a. Clean & Safe - Cindy Haden

- Cindy remarked on committee member attendance, participation, and additional meetings with businesses within the district on beautification and cleanliness efforts.

- b. Economic Development - Charlene Smith

- Charlene commented on the most recent committee meeting and the initial planning efforts for this year's Small Business Saturday.

- c. Promotions & Fundraising - Yvette Williams-Barr

- *none*

IX. Other Business/Good of the Order

- Alicia Gallo commented on her tenure as RMSI staff member and her appreciation to the RMSI Staff and Board.
- Robert remarked on the tenure of Alicia Gallo.
- Xavier Abrams commented on her appreciation for Alicia Gallo.

X. Meeting Adjourned: 6:23pm

Next Meeting: Thursday, October 28, 2021, 5:00pm, via Zoom