

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, January 27, 2022 | 5:00pm

via Zoom

MINUTES

Present: Cynthia Haden, Charlene Smith, Robert Rogers, Sarah Wally, Yvette Williams, Tiffany Turner

Staff: Andrea Portillo-Knowles, Ronnie Mills

Absent: Billy Ward, Michael K. Martin, Xavier Abrams

I. Opening of the Meeting

Meeting was opened by Robert Rogers at 6:05pm.

II. Public Comment

none

III. Review & Approval of Agenda

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

IV. Approval of Minutes: January 27, 2022

Charlene Smith moved to approve the January 27, 2022 minutes with approved edits. Yvette Williams seconded the motion.

V. Board Retreat - Board of Directors, Andrea Portillo-Knowles

Robert & Andrea discussed details regarding the upcoming board retreat

VI. Administrative Update - Andrea Portillo-Knowles

- **Bookkeeping:** Andrea commented on the current bookkeeper's performance and work plan for the remainder of 2022.
- **Office:** Andrea commented on recent county policies and health orders issued from the county.

Programs & Events - *Andrea Portillo-Knowles, Ronnie Mills*

- **Economic Vitality**
 - Andrea addressed committee goals and priorities for 2022, along with a discussion on new businesses that are launching within the district, and council/committee meetings that are being attended by RMSI staff.
- **Promotions & Fundraising**
 - Ronnie commented on the impact of the Downtown Holiday Festival, the efficacy of fundraising efforts for the event, and committee participation.
- **Clean & Safe**
 - Ronnie addressed updates from property owners regarding safety issues and the impact of the recent neighborhood ambassador's work in the district.

DRPBID

- **Safety 1st:** Andrea commented on the continued work with the Safety 1st team and additional documentation regarding the employee's workplan
 - **Assessment:** Andrea commented on the procurement of funds from the recent PBID fund allocation.
 - **Outreach:** Andrea commented on the recent outreach to City officials & City Council members
- a. **Fund Development Plan**
- Cash Flow Analysis:
 - The current cash flow and a review of anticipated funding were discussed.
 - Fund Development Work Update:
 - A recap was provided on donor cultivation and proposal submissions conducted by staff since the December meeting date, as well as award notifications received.

VII. Committee Updates

- a. **Clean & Safe** - Cindy Haden
Cindy provided updates regarding local law enforcement participation regarding safety issues within the district.
- b. **Economic Development** - Robert Rogers, Andrea Portillo-Knowles
Robert and Andrea discussed the efforts in garnering additional committee participation
- c. **Promotions & Fundraising** - Yvette Williams-Barr
Yvette commented on the addition of new campaigns for ongoing fundraising for the organization as well as tentative plans for future events hosted by the organization.

I. Other Business/Good of the Order

Sarah commented on the new opportunities for the organization to gain further impact and partnership creation.

II. Meeting adjourned

Robert Rogers made a motion to adjourn. Meeting unanimously adjourned 5:55pm.

Next Meeting: Thursday, February 24, 2022, 5:00pm, via Zoom