

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, February 24, 2022 | 5:00pm

via Zoom

MINUTES

Present: Cynthia Haden, Charlene Smith, Robert Rogers, Sarah Wally, Yvette Williams, Tiffany Turner, Michael K. Martin, Xavier Abrams

Staff: Andrea Portillo-Knowles, Ronnie Mills

Absent: Billy Ward

I. Opening of the Meeting

Meeting was opened by Robert Rogers at 5:05pm.

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: January 27, 2022

Yvette Williams moved to approve the January 27, 2022 minutes. Michael Martin seconded the motion.

V. Board Update

none

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

Robert & Andrea discussed details regarding the upcoming board retreat. Robert discussed excitement regarding the potential for new board members to step into new roles on the Executive Board. Tiffany Turner requested description of board roles & responsibilities & Andrea stated that the roles will be sent out prior to the Board Retreat. Cindy & Xavier stated they would not attending the Board Retreat.

VII. **Administrative Update** - *Andrea Portillo-Knowles*

- **Bookkeeping:** Andrea commented on the current bookkeeper's performance and work plan for the remainder of 2022 & also the termination of tenure for the current bookkeeper and installation of a new bookkeeper starting May 2022.
- **Office:** Andrea commented on current offices culture with RMSI staff.

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 committee participation and updating the current committee with reporting from Safety 1st Neighborhood Ambassadors.

DRPBID

- **Safety 1st:** Andrea commented on the continued work with the Safety 1st team and additional documentation regarding the employee's work plan
- **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, and the coming canvassing efforts by RMSI Staff regarding the Stakeholders Meeting. She also discussed internal staffing increases of the Safety 1st team.

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.
 - There was discussion regarding current donations to Downtown Businesses and the organizations history with local business donations.
 - Andrea commented on the need and interest in creating an endowment fund for Richmond Main Street. The board discussed ideas regarding the efficacy of the creation of the fund.
 - Robert Rogers commented on the increase of social media reach and engagement. He also referenced the need to increase funding towards the organization's social media budget for 2022 and the potential return of investment.

VIII. **Committee Updates**

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

Cindy provided updates regarding her efforts in driving the increase of committee member participation.

b. **Economic Development** - Robert Rogers, Andrea Portillo-Knowles
Robert and Andrea discussed the efforts in garnering additional committee participation

c. **Promotions & Fundraising** - Michael Martin

Michael 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. He also commented on the decline of committee participation and the efforts of RMSI Staff to procure additional participation and meeting frequency. Ronnie discussed the efforts by RMSI staff and partner CoBiz Richmond to re-launch a Summer Soiree event that will be atop the Richmond BART Parking Garage.

- Cindy remarked on community comments regarding the need for events to be brought back into Downtown Richmond. RMSI Staff discussed the new vision regarding bringing back in-person events.

I. Other Business/Good of the Order

Robert commented on the role of Board Chair, past hurdles conquered with the assistance of the additional Board and RMSI Staff, and excitement for the future of the Board of Directors.

The Board and RMSI Staff discussed Robert's tenure as Board Chair.

II. Meeting adjourned

Robert Rogers made a motion to adjourn. Meeting unanimously adjourned 5:58pm.

Next Meeting: Thursday, March 28, 2022, 5:00pm, via Zoom