



## Solano Business Improvement District Board Meeting Minutes

**Date: May 20, 2025**

**Prepared by: Vincent McCoy**

Meeting Location: Solano Oriental Rug Gallery, 1849 Solano Avenue, Berkeley, CA 94707

**Corrections to: [vmccoy@berkeleyca.gov](mailto:vmccoy@berkeleyca.gov)**

Meeting commenced at 11:08 am. Board Members present: R. Devany, H. Yoon, and F. Solomon. Also present: Vincent McCoy, City of Berkeley staff.

1. Approval of Minutes for March 18, 2025, M/S/A; Devany/Yoon/Unanimous
2. Secretary's Report
  - a. Business Damage Mitigation fund allows for up to \$3,000 in damage reimbursement.
  - b. Berkeley Business District Network meeting – similar interest in improving City of Berkeley services for trash and unhoused.
  - c. Small Business Forum planning has begun for the event slated for September 10 at the Brower Center in Downtown. Need to gather input from business owners in the district. Time of day preferred is early morning if not in the evening.
3. Chair's Report
  - a. Report on BABO (Berkeley Alliance of Business Organizations) meeting of 3/19/25 where Solano BID joined others in letter to City of Berkeley regarding Alternative Housing Options for People Experiencing Homelessness. Forty-four percent of unhoused came from outside Alameda County. Solomon shared the letter the Solano BID joined that is sent to City Manager, Mayor, and City Clerk.
  - b. Report on corridor zoning meeting of 5/01/2025. Presentation at the BID slated for July 22 by corridor zoning people.
  - c. Report on BBDN meeting 4/8/25
    - i. Zero Waste requirements for deploying reusable dining ware. Grant available up to \$2500 for washing machine.
    - ii. Beta testing for restaurant management software that interfaces with existing platforms
    - iii. Introduction of Reuel Cooke as new member of OED team with focus on vacancy activation through use of murals, pop-ups, and incubation.
  - d. Update on Website
    - i. Logo is being refined. Yoon and Solomon visited business in the district, have found restaurants most receptive, and have gotten many to sign up for having a greater presence on the same.

4. Financial Update
  - a. Financials from TBID show available cash around \$59,000 with outstanding invoice to City of Berkeley for BID fees at \$20,380. This amount is the balance as of June 30, 2024. Cash is sufficient to support expenditures for Solano Stroll, Summer on Solano, and the increased marketing of the brand Upper Solano. Newest logo version includes Berkeley in larger font.
  - b. Advertising budget – discussed uses for the advertising budget that include Berkeleyside, East Bay Eats, and Visit Berkeley. Next step is to develop the strategic goals for the marketing, look at the costs of the options, and decide at an upcoming BID Advisory Board meeting.
5. Discussion Items
  - a. BID board voted against making a formal name change to the proposed Upper Solano. It will be used in marketing and branding but the BID will not be renamed.
  - b. Web Development and Postcard for Branding – modified design was discussed. Berkeley will be larger font, the number 50 will be removed, and the cost of the postcards has already been allocated.
6. Public Comment
  - a. Missing P.O. boxes were discussed and US Post Office has offered to return one of the two which were removed.
  - b. Trash cans, especially those at two locations, are a problem that perhaps a good neighbor approach can help address.
  - c. ADA ramps impeded by restaurant tables is similar issue that might be addressed by good neighbor approach.
7. Commissioner Recruitment
  - a. Manager of Oaks Climbing Gym was approached and expressed interest.
  - b. A few candidates have been identified during the website signup visit.
8. Adjournment
  - a. Motion by Yoon, second by Devany, Unanimous at 12:19 p.m.