



## Solano Business Improvement District Board Meeting Minutes

**Date: September 24, 2024**

**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 11:04 am. Board Members present: Andrew, Devany, Yoon and Solomon. Also present: Solano Avenue Association (SAA), Edward Mahl, and Vincent McCoy, City of Berkeley staff.

1. Approval of Minutes for July 23, 2024, M/S/A; Devany/Solomon/Unanimous
2. Secretary's Report
  - a. Office of Economic Development is collecting data for the economic dashboard and is open to volunteers
  - b. Office of Economic Development had its District Café at Fern's Garden on September 17. This proved to be a good opportunity to introduce OED staff, learn about the responsibilities, and gather input from BID members.
3. Financial Update
  - a. Current Solano BID Account Status – Andrew presented update and Solano Avenue Association provided update on its spending on behalf of Solano BID.
  - b. BID Member Fiscal Inquiry -
4. Discussion Items:
  - a. Solano BID reviewed, revised, and approved the 2025 Solano Business Improvement District Renewal & Budget. M/S/A – Solomon/Andrew/Unanimous
  - b. Traffic safety – BID remains at number 39 on the list of projects for the Transportation Department. The Parking signage still needs an update from City of Berkeley to make the green slots clearly indicate that payment is required.
  - c. Fourth quarter renewal of Peralta Services Corporation approved. M/S/A – Solomon/Yoon/Unanimous.
  - d. Survey plans – commission decided that it should first provide tangible benefits to members prior to conducting the survey. Possible benefits include creating a permanent online presence, creation of a branded postcard, and marketing campaign to draw more customers to Solano Avenue. Solomon presented a review of various business improvement districts as comparison to what exist for Solano.
5. Commissioner Recruitment – Ongoing effort and SAA is willing to help the Solano BID for member outreach.
6. Public Comment
  - a. Commission received public comment on relationship between Solano BID and Solano Avenue Association.