



Solano Avenue Business
Improvement District Advisory Board

MINUTES

Solano Avenue Business Improvement District Advisory Board

Tuesday, January 8th, 2019

Thousand Oaks Baptist Church | 1821 Catalina Avenue | Berkeley, CA 94707

CALL TO ORDER – The meeting was called to order at 11:02am.

ROLL CALL - Members present: Kate Campbell, Janet Snidow, Tom Taylor (arrived 11:55am). Members absent/excused: none City Staff: Eleanor Hollander, OED/City of Berkeley (secretary). Public present: Jen Hansen Romero Cindy Prater, Annie Fulcrum

MINUTES OF PREVIOUS MEETING – The minutes of the November 13th, 2018 meeting were approved on a motion by Ms. Snidow and seconded by Ms. Campbell. Ayes: All.

ELECTION OF CHAIR – Kate Campbell was elected chair Tom Taylor as Vice Chair, m/s Snidow/Campbell. Ayes: All.

DISCUSSION ITEMS – The group shared updates discussed the BID fee structure. Public Comment was made and it was suggested that there should be a meeting for business license fees for 2020 (including frontage as a fee or not). Other requests include needing a “no smoking” sign for the alley, and how to report an unsafe tree. There was continued discussion of sharing best practices from other commercial districts around town, and whether in store light decorations were feasible for this holiday season. The group talked about tree wells and flower basket maintenance; all were to review suggestions and revisit the topic in March perhaps with a presentation from the vendors that might improve the tree wells. Also discussed were marketing and publicity/place-making themes for the Avenue (for implementation/work in 2019) and commissioner/board development for 2019 and beyond.

ACTION ITEMS- The group affirmed Solano would like to host the Small Business Forum that OED puts on each year – various venues that could accommodate 75 were discussed. The group also agreed that they would come to a decision about the flower baskets by May 2019.

PUBLIC COMMENT- There was discussion/comments on street behavior, overnight camping and other sculpture making in the right of way. Also comments were made about providing Electric Vehicle (EV) charging stations at the existing gas station at Colusa.

A motion to adjourn was made by Mr. Taylor and seconded by Ms. Snidow. (Approved unanimously). Meeting Adjourned at 12:35 pm.