



Solano Avenue Business Improvement District Advisory Board

MINUTES

Solano Avenue Business Improvement District Advisory Board

Tuesday, March 22, 2022 | 11:30am

Via Teleconference Zoom Meeting

Link:

<https://us02web.zoom.us/j/86475480085?tk=eaTJ3Kq-VjCoiTdQLcE5N2xTXocMGVDsatXvxBe8iDU.DQIAAAAUilccFRZoLVpvTURxblJneTITdFDV2s5dW9nAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA>

Webinar ID: 864 7548 0085

CALL TO ORDER – The meeting was called to order at 11:42 am.

ROLL CALL - Members present: Todd Andrew, Peggy Smith, Thuy Nguyen Members absent/excused: Kate Campbell King (resigned from BID Board: 11:32am 3/22/22). City: District 5 Councilmember Sophie Hahn, Eleanor Hollander, OED/City of Berkeley (secretary), Members of the Public: Cordell Hindler, Jen Hansen Romero, Allen Cain (both of the SAA).

Due to Ms. King’s resignation prior to the meeting being called to order, the sitting number of Commissioners present, was now determined to be three out of three, and a quorum was established.

MINUTES OF PREVIOUS MEETING – The minutes of the September 21, 2021 meeting were approved, on a motion by Ms. Smith and seconded by Mr. Andrew. Motion Carries. Abstain: none. The November BID meeting did not have a quorum present, and therefore there were no minutes to adopt.

PUBLIC COMMENT- Public commenter Cordell Hindler from the Richmond Chamber of Commerce made some remarks on upcoming events including a performance at the Contra Costa theater, all are invited

SECRETARY REPORT – The secretary presented an opportunity to collaborate with the North Shattuck BID on a marketing campaign “Spring Back North Berkeley” or similar, with the Solano BID and possibly the commercial portion of Hopkins Street to contribute funds to be spent in the boundaries of the Solano BID and the North Shattuck Association to take the lead on developing the art work and implementing the project. The secretary also reminded the group that the BID has about \$60,000 of carryover funds (not including the estimated \$23,000 to arrive this calendar year) that should be deployed.

MOTION: To move forward the authorization of funding a banner project for the Solano BID not to exceed \$15,000. M/S: Smith/Andrew, All Ayes.

MOTION: To move forward the authorization of funding a refresh of the flower baskets on Solano Ave not to exceed \$10,000. This funding is considered to include a flower planting twice per year with maintenance. M/S: Andrew/Nguyen, All Ayes.

MOTION: To move forward the authorization of funding not to exceed \$10,000 for a communications piece/mailer (includes both the content development, layout, printing and postage) in conjunction with the North Shattuck BID using the “spring back North Berkeley” theme for areas adjacent to Solano Ave. The text and content of said mailer will be brought back to the BID board for final approval before printing. M/S: Andrew/Nguyen, All Ayes.

Holiday Decor –The SAA (Solano Ave Assoc) continues to work on the holiday lighting program for 22-23 season. Jen is working with the vendor to find some non-denominational 2-D holiday décor to augment the garlands that will wrap the poles.

MOTION: To move forward the authorization of funding not to exceed \$7,500 for 22-23 holiday decorations. \$1,850 of that sum will be for garlands, and the balance will be dedicated to 2-D non-denominational decorations that can also be mounted on the poles, (i.e. shooting stars, or gift boxes, or candles.) M/S: Andrew/Smith, All Ayes.

Events -- The SAA has sent two invoices for events in 2021 (September and December) and both have been paid under the scope for the BID/SAA contract agreement. The BID members appreciated the detailed invoices and the timely submittal.

MOTION: To move forward the authorization of funding not to exceed \$17,500 for events on Solano for the first half of the year (Jan-June 2022). The Solano BID is to support a portion of events produced by the SAA (as described in the scope for the BID/SAA agreement relative to the portion of the event that takes place in Berkeley), and will approve invoices as they are submitted. M/S: Andrew/Smith, All Ayes.

Motion to Adjourn M/S: Andrew/Smith, All Ayes. Meeting Adjourned at 12:32pm.

Properties in Solano BID (for reference):



Internal