



Solano Avenue Business Improvement District Advisory Board

MINUTES

Solano Avenue Business Improvement District Advisory Board
Tuesday, May 31, 2022 | 9am | Via Teleconference Zoom Meeting

[https://us02web.zoom.us/w/86475480085?tk=eaTJ3Kq-VjCoiTdQLcE5N2xTXocMGVDsatXvxBe8iDU.DQIAAAAUilccFRZoLVpvTURxblJneTITdFDV2s5dW9nAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA](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 9:08 am.

ROLL CALL - Members present: Todd Andrew, Peggy Smith (arrived 9:28am), Thuy Nguyen
Members absent/excused: none. City: District 5 Staffer Brandon Norris (9:10-9:15), Eleanor Hollander, OED/City of Berkeley (secretary), Members of the Public: Jen Hansen Romero, Allen Cain (both of the SAA). It was determined that 2 of 3 seated Commissioners was a quorum and the meeting began.

MINUTES OF PREVIOUS MEETING – The minutes of the March 22, 2022 meeting were approved, (with one correction for a typo to be updated with the correct year in the title block), on a motion by Mr. Andrew and seconded by Ms. Nguyen. Motion Carries. Abstain: none.

COMMISSIONER RECRUITMENT - The board discussed recruitment efforts and held a brief discussion. Commissioner Andrew shared that he is in contact with Zachary's and will shortly be in contact with Ensler Lighting. Commissioner Nguyen will be in contact with iScream and other local merchants who may be on Mechanics' client list..

PUBLIC COMMENT- Cordell Hindler supplied the following comments via email after the meeting ended on zoom, “I do Apologize for not attending the Solano Board Meeting on Tuesday I completely forgot here is what I going to address the board

1. EL Cerrito Chamber Luncheon, June 22, 2022, 11:30 am to 1:00 pm EL Mono Restaurant

Kevin O Neill will be sharing with us about Visioning for Small Businesses

2. What Women Want Workshop June 18th and 19th 1:00 pm and 7:00 pm Masquers Playhouse 10.00 dollars per person.”

SECRETARY REPORT – The secretary reported on the collaborative work with the North Shattuck BID on a marketing campaign “North Berkeley in Bloom” with the Solano BID and the commercial portion of North Shattuck. The North Shattuck Association has taken the lead on developing the artwork and implementing the project. The banners should be up along Solano in the next month or so. A flower basket refreshment is also in the works, on a

bid from the DBA.

MOTION: To move forward the authorization of funding a tree well and watering project with Peralta Service Cooperation for the next 7 months through the end of 2022 (12/31/22). Service is to be performed every two weeks for the Solano BID not to exceed \$4,000.

M/S: Andrew/Smith, All Ayes.

Motion to Adjourn M/S: Andrew/ Nguyen, All Ayes. Meeting Adjourned at 9:49am.

Next Solano BID meeting set for Tuesday 7/12 at 12:30pm.

Properties in Solano BID (for reference):



Public