



Solano Avenue Business
Improvement District Advisory Board

MINUTES

Solano Avenue Business Improvement District Advisory Board

Tuesday, July 12, 2022 | 12:30 pm | Via Teleconference Zoom Meeting

[https://us02web.zoom.us/j/86475480085?tk=eaTJ3Kq-](https://us02web.zoom.us/j/86475480085?tk=eaTJ3Kq-VjCoiTdQLcE5N2xTXocMGVDsatXvxBe8iDU.DQIAAAAUilccFRZoLVpvTURxblJneTITdFDV2s5dW9nAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA)

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Webinar ID: 864 7548 0085

CALL TO ORDER – The meeting was called to order at 12:30pm.

ROLL CALL - Members present: Todd Andrew, Peggy Smith, Thuy Nguyen Members absent/excused: none. City: Maria Hart (OED Graduate Intern), Eleanor Hollander, OED/City of Berkeley (secretary), Members of the Public: Jen Hansen Romero, Allen Cain (both of the SAA), Cordell Hindler.

MINUTES OF PREVIOUS MEETING – The minutes of the May 22, 2022 meeting were approved, on a motion by Ms. Nguyen and seconded by Mr. Andrew. Motion Carries. Abstain: none.

PUBLIC COMMENT- Cordell Hindler supplied the following comments via email after the meeting ended on zoom, “ I am forwarding an Invite for the board to attend the Summer Mega Mixer | July 28th, 2022 | 5:30 to 7:30 pm | the Old Homestead | 995 Loring Avenue Crockett | 10.00 dollars for Non-Members | Sincerely, Cordell.”

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 copy of the art and credit to the artist will be sent to the SAA for inclusion in the SAA newsletter.

MOTION: To approve two invoices from the SAA each for \$5,000 (for a total of \$10,000 payment) for two events:

-2022 Stroll-ish, SPRING (5/1/2022) \$5,000.00

-2022 Stroll-ish, SUMMER (7/24/2022) \$5,000.00

M/S: Smith/Andrew, All Ayes.

Public
Public

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. Commissioners all agreed that this was a tough job to recruit new members.

Holiday Décor - The group recalled that in March they had authorized \$7,500 to be spent towards holiday décor (2D) – Jen of the SAA will move forward with getting an installation date for Nov/Dec 2022.

Solano Ave Revitalization Project RFP – Maria Hart in OED will be working on this project throughout the summer and fall – all should reach out with interest in this topic: oedmailbox@cityofberkeley.info with the subject line “Solano RFP.” Currently the project is in information gathering mode, including coordination with the D5 office/CM Hahn and the City of Albany staff.

Comments from the SAA: Solano Stroll is back!! Save the date 9/11, Sue Johnson is the grand marshal, celebrating 50 years in business on Solano.

Motion to Adjourn M/S: Andrew/ Nguyen, All Ayes. Meeting Adjourned at 1:18pm.

Next Solano BID meeting set for Tuesday 9/20 at 12:30pm.