



SAN RAFAEL CITY COUNCIL AGENDA REPORT

Department: Economic Development and Innovation

Prepared by: Micah Hinkle,
Economic Development Director

City Manager Approval:  _____

TOPIC: DOWNTOWN SAN RAFAEL BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD APPOINTMENTS

SUBJECT: RESOLUTION APPOINTING DOWNTOWN BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD MEMBERS

RECOMMENDATION:

Adopt the Resolution Appointing Downtown Business Improvement District Advisory Board Members

EXECUTIVE SUMMARY:

Since 1979, the Downtown San Rafael Downtown Business Improvement District (BID) has operated to support economic vitality in the City's core. On May 1, 2023, City Council approved transition of the BID administration from the BID Corporation to the San Rafael Chamber of Commerce and appointed the 2023 BID Advisory Board. For the 2024 tax levy year, eleven people are recommended for appointment to the BID Advisory Board by the City Council.

BACKGROUND:

Section 36500 of the California Streets and Highways Code allows for the creation of a business improvement district (BID) within a municipality, whereby businesses within the district self-assess an annual fee to pay for improvements and activities which benefit the overall business district. The intent of the state law is to provide a funding mechanism for business districts to promote economic vitality.

Business Improvement District funds are collected through the City's annual business license process and are utilized to support business improvement programming and projects within the assessment district. Funds have been spent on program administration, marketing, physical improvements, and special events. Historically, special events have been the core program focus of collected assessment funds.

The City Council appoints a BID Advisory Board, pursuant to San Rafael Municipal Code section 10.09.080, typically on an annual basis. The BID Advisory Board consists of a volunteer board of directors, primarily small business owners or business representatives within the BID boundaries. The

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

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BID Advisory Board is supported by the Chamber of Commerce, which employs a part-time BID Executive Director with administrative support by the Chamber of Commerce staff, via contract with the City of San Rafael.

ANALYSIS:

The majority of the 2023 BID Advisory Board members requested to be re-appointed for 2024, however two advisory board seats were open. A call for nominations was advertised by the BID staff for interested volunteer board members and listed below are the recommended BID Advisory Board members. Two individuals applied for the open seats and staff recommends reappointing the current BID Advisory Board of Directors and appointing the two new members (see Table below). All recommended BID Advisory Board Members represent businesses within the BID boundaries and are eligible for appointment.

The recommended BID Advisory Board Members for 2024 are:

Name	Business
Terrance Thornton	San Rafael Martial Arts
Adam Dawson	Mike's Bikes
Erika Bowker	Pleasures of the Heart
Jeff Brusati	T & B Sports
Amy & Bishlam Bullock	Salon B Style Lab (1 Vote)
Joe McCallum	Newmark
Valon Grajcevci *	Tam Commons
Tobi Lessem	Bodywise Massage
Kelly Phu	Vin Antico
Morgan Schauffler	Youth in Arts
Jay Yinger *	Yinger Studios

* New Appointment

The BID Advisory Board appointment schedule is recommended to be adjusted from December 31, 2024, to January 31, 2025, to account for the end of the year holidays and potential Advisory Board meeting cancelations.

FISCAL IMPACT:

There is no fiscal impact associated with appointing the BID Advisory Board.

OPTIONS:

The City Council has the following options to consider on this matter:

1. Adopt the resolution.
2. Adopt the resolution with modifications.
3. Direct staff to return with more information.

RECOMMENDED ACTION:

Adopt the Resolution Appointing Downtown Business Improvement District Advisory Board Members

ATTACHMENTS:

1. Resolution Appointing BID Advisory Board

RESOLUTION NO.

RESOLUTION OF THE SAN RAFAEL CITY COUNCIL APPOINTING DOWNTOWN BUSINESS IMPROVEMENT DISTRICT (BID) ADVISORY BOARD MEMBERS

WHEREAS, the Parking and Business Improvement Area Law of 1989, Cal. Strs. & Hwys. Code § 36500 *et seq.* (“1989 Act”), authorizes cities to establish parking and business improvement areas for the purpose of promoting economic revitalization and physical maintenance of business districts in order to create jobs, attract new businesses and prevent erosion of business districts; and

WHEREAS, pursuant to the 1989 Act, in June 2013 the City Council of San Rafael adopted Ordinance No. 1912 (“Ordinance”), codified in the San Rafael Municipal Code (“SRMC”) Chapter 10.09, establishing the Downtown San Rafael Business Improvement District (“District”) to replace a former Parking and Business Improvements Area Business Improvement District established in 1979; and

WHEREAS, the Ordinance provides for the City’s collection of assessments on approximately 700 businesses that operate within the District’s boundaries; and

WHEREAS, the revenues derived from the assessments (further defined herein as “District Funds”) are used for the general promotion of business activities, public events, and other activities that provide a specific benefit to the assessed businesses; and the acquisition, construction, installation and maintenance of tangible property that provide a specific benefit to the assessed businesses; and

WHEREAS, pursuant to section 36530 of the 1989 Act and SRMC Section 10.09.080, the Council appoints a District Advisory Board consisting of members that own or represent a business in the District or voluntary members; and

WHEREAS, the District Advisory Board administers the affairs of the District and prepares an annual report each year describing which assessments are to be levied and files the report with the City Clerk; and

WHEREAS, the District Advisory Board is subject to the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part I of Division 2 of Title 5 of the Government Code) at all times when matters within the subject matter of the District are heard, and the California Public Records Act (Chapter 3.5 (commencing with Section 6250) of Division 7 of Title I of the Government Code), for all records relating to activities of the District; and

WHEREAS, the City Council wishes to update its appointed members to the BID Advisory Board; and

NOW, THEREFORE, BE IT RESOLVED that the following persons shall be appointed to the BID Advisory Board effective immediately with terms expiring on January 31, 2025:

Terrence Thornton	San Rafael Martial Arts
Erika Bowker	Pleasures of the Heart
Adam Dawson	Mike's Bikes
Valon Grajqevci	Tam Commons
Tobi Lessem	Bodywise Massage
Jeff Brusati	T&B Sports
Amy & Bishlam Bullock (1 vote)	Salon B Style Lab
Morgan Schauffler	Youth in Arts
Jay Yinger	Yinger Studios
Kelly Phu	Vin Antico
Joe McCallum	Newmark

I, **LINDSAY LARA**, Clerk of the City of San Rafael, hereby certify that the foregoing Resolution was duly and regularly introduced and adopted at a regular meeting of the City Council of the City of San Rafael, held on Monday, the 5th day of February 2024, by the following vote, to wit:

AYES: **Councilmembers:**
NOES: **Councilmembers:**
ABSENT: **Councilmembers:**

Lindsay Lara, City Clerk