

Downtown Burlingame Business Improvement District

Minutes from meeting held on January 9, 2024

In attendance: Batya Berenfus, Jenny Keleher, Laurie Hilt, Nick Kosturos, Joseph San Filippo, Neli Vilchez

Batya called the meeting to order at 6:05pm

Approval of Meeting Minutes: Nick moves to approve the December meeting minutes. Neli seconds. December meeting minutes approved.

President's Report: Batya reported that Penflora, GiggleMugs and Caffe Central were the winners for this years Window Decorating Contest. She reached out to the winners to thank them for participating and has put it up on Social Media and our Website. We had 9 participants, more than last year and we hope to grow the participation next year. She also met with Jenny Keleher to iron out the Brand Ambassador job description. They will fine tune and send to group for approval. Will post the job to Indeed, Craigslist, etc. and Batya, Neli and Jenny will interview prospective candidates. Batya is also continuing work on the Style guide, need clear standardized look. We will be reactivating the Merchant Newsletter. Looking to highlight happenings, educational resources, etc. We want it to be a bit more personalized. Threw some potential names out there but will send out a few more for further discussion. Also mentioned that she's in touch with Gentry / Nob Hill Magazine and they are interested in doing a piece on Downtown Burlingame. She is meeting with them this week and will report back.

Treasurer's Report: Laurie reported (for Nick) that our current checking balance is \$75,053.43

Executive Director Report:

- **Assessment Update:** We currently have about 40K in outstanding assessments. However, it has come to light that we still do not have a complete list of those merchants who have paid (erroneously) when the business license invoice went out in August. Some merchants who have paid had their checks cashed and some received a cancelled check. Laurie will be contacting Darlene Wong at City Finance Dept. to get a listing and a plan of action. We need to send out our 2nd assessment reminders, but we need to be sure we're sending to people who truly haven't paid as many might have erroneously paid and think they're done.
- **Kiosk Maintenance:** Laurie had sent an email requesting maintenance on the kiosks. Plexiglass should be replaced on all 8 Kioks and each lock should also be replaced. Batya has a few contacts and she will share with Laurie and get the project quoted.

Committee Reports:

- **Holiday Street Decorations & Downtown Lighting:** Jenny will submit receipts from the Window Decorating Cleaning for reimbursement. Daniel will be taking down the Holiday Spheres before 1/15. We will be storing all lights and décor in our storage unit. Wrapped tree lights will remain (trees will be checked quarterly by the City Arborist) throughout the year. We will begin conversations with Public Works on a long term solution for the electrical issues as we continue to believe that we cannot be fiscally responsible for the infrastructure. Jenny, Batya, Hadia and Dale Ferrell will work on this.
- **Beautification Committee Report:** Hadia was not in attendance, but Jenny will speak to Hadia and let her know that all supplies will need to be stored in our Storage unit.

Old Business:

- Chamber of Commerce Annual Meeting: Laurie purchased 5 tickets and Board Members have received email confirmation for this event.

New Business:

- Batya reminded the group that the expenses for the Window Decorating Contest have been out of pocket expenses. While we appreciate the gesture, Nick motioned to approve that all Window Decorating Contest fees be rolled into our yearly Holiday Décor Budget and that Batya be reimbursed for her purchases regarding this years event. Neli Seconds. Motion Passes. Batya will submit expenses and Laurie will reimburse.

Public Comment:

- The Economic Development Subcommittee Meeting will be held on 1/11 at 8:15am. Emily Beach and Ricardo Ortiz are the Council Members on this committee.
- Pilot Smoking Ban is in effect as of now. Joseph will forward signage electronically if we'd like to pass out to our merchants.

Nick moves to adjourn meeting. Neli Seconds
Meeting was adjourned at 6:55pm