

# Downtown Burlingame Business Improvement District

Minutes from meeting held on February 21, 2023

**In attendance:** Pookie Selig, Laurie Hilt, Batya Berenfus, Nick Kosturos, Joseph San Filippo (COB), Rachel Ni, Hadia Makdisi, Neli Vilchez, Laura Hesselgren, Melody Ackley and Jan Privitera

Laurie called the meeting to order at 6:05pm

Approval of December Meeting Minutes: Batya motioned to approve the meeting minutes; Pookie seconds, December Minutes approved.

**BHS 100<sup>th</sup> Celebration:** Laura, Melody and Jan were on hand and gave an overview of the plan for the BHS 100<sup>th</sup> Celebration which will be held in October, 13 / 14, 2023. There will be 4 major events and they are hoping to attract 3,000 – 4,000 people to the Downtown area. There will be a golf tournament on Friday morning, BHS Little Big Game on Friday night... followed by an event on Lorton Avenue (between Burlingame Ave and Howard). They plan to close Lorton and are working on permits. They've received buy in from the merchants/restaurants on Lorton affected by the street closure and are looking to the DBID to assist them with reaching out to the other downtown businesses to see if they're interested in participating in any way. The event will happen between 6:00pm – 11pm. They're still working on an FAQ and will be in touch with Laurie as it progresses. Once they have a better idea of what they want to do, we will see how we can be involved.

**Public Comment:** Joseph let everyone know that the Economic Dev. Subcommittee meeting would be on March 8 and that they will be discussing 'street closures'. Laurie will send the information out to the Board once she receives the Agenda/Zoom details from Joseph.

**President's Report:** Jenny submitted the below report via email as she was going to miss the meeting:

## Projects

We have, as DBID Board members, voiced the desire to focus on certain projects.

These projects include:

**I. Build community among businesses** with better communication and scheduled Member

- Mixers \* \_\_\_\_\_
- define the goal of the newsletter for DBID member businesses (how often? kind of information businesses want?)
  - what type(s) of mixers would entice business owners and managers to attend
  - how to create/suggest business collaborations? (i.e. florists place arrangements in neighboring hair salons?)

\*This project would be a great place for new people to get involved in the group. New and varied ideas and opinions important!

**II. Brand Downtown Burlingame** as the best place to dine, shop, relax, play. **Batya and Laurie**

- define role/job description of marketing position (Laurie and Batya)
- build a portfolio of photos and stories of what makes Burlingame businesses unique (for marketing/brand building)
- update website for public information

## Holiday Street Decor

At the most recent Economic Development Subcommittee meeting, holiday street decorations were discussed. It was agreed by everyone there (representing the city, Chamber of Commerce, DBID, Beautification Committee, Parks and Rec, Broadway BID, Burlingame residents) that we work together on a 3 year plan to design and put into place holiday street decorations. A Holiday Season Street Decor Committee was formed. (DBID reps- **Batya, Nick and I**) The DBID will be responsible for scheduling 3 companies in order to obtain 3 bids.

The city plaza that is currently under construction on the old post office property is slated to be complete in 2025. Lighting (holiday) is included in the design of this area.

The Annual Tree Lighting and Entertainment/WinterFest Evening will remain under the purview of DBID, working with Parks and Rec and the Chamber of Commerce.

## DBID Annual Report to the Economic Development Subcommittee-

Joseph has invited the DBID Board to come speak at the EDS. I would like to propose that we schedule this for July or August.

**Treasurer's Report:** Checking Balance is \$42,354.48 Savings 10,191.98. We have received \$3,765 for January and have an outstanding AP of \$31,540. A second assessment reminder will be going out this week.

### **Administrator Report:**

- Kiosk maps being updated and will be printed and installed within next 4 weeks

### **Committee Reports:**

- **Holiday Season Street Décor Committee:** Batya reported that she, Marsha, Christa, Jenny and Nick met today to talk about the Holiday Lighting project that Jenny mentioned in her report. The City will be checking the electrical outlets, the DBID will be getting 3 bid's from decorating vendors and we are feeling confident that this is getting the traction it deserves. More to come.

### **Old Business:**

- **Update – DBID Social Media/ Brand Management role / Communication Plan –** Batya gave her a general overview of what she's been working on. We need to focus on updating our website, updating our newsletter and cultivate influencers. We need to create marketing collateral, populate our photo database with current photos. Have businesses tell us their stories and highlight them. We also need to complete what we started with the businesses that participated in the Window Decorating Contest. She discussed hiring Tom Upton to take photographs so we can have a funnel of photos and stories from which to draw upon. We need to have a communication plan in place before we hire someone. She mentioned that her son would be able to help us update our website and get us to a better starting place. Batya motions to approve \$2,000 for a photo budget / Tom Upton to take photos, this would also include post production Pookie seconds; motion passes. Batya will work with Tom to get a contract drafted, which would outline scope, hours, etc. Discussions were had about taking photos of downtown businesses and telling their stories. Rachel suggested that we flip it and maybe ask the businesses to take photos and then submit them to us along with a story about their business. This is an excellent idea because it relieves the DBID of 'playing favorites'. This could be a great project that we could then post to Social Media and the updated website.
- **Social Media –** Pookie expressed her desire to get someone to post at least 2x per week on DBID happenings or what's happening in Downtown Burlingame. Neli is interested in helping with our Instagram and thinks we can get things updated this week and can start. It was agreed that it would take some time to get more people following Downtown Burlingame but that we needed to start now.
- **Merchant Mixer –** Pookie will reach out to Trapeze and see if they can host a mixer on Tuesday, April 25<sup>th</sup>. Discussion was had whether to include the Chamber and The San Francisco Peninsula (formerly SMCCVB). It was agreed that since one of the goals of the mixer was to try to add to the DBID Board, that we would keep it to the downtown businesses. Pookie will report back on Trapeze's availability.
- **Chamber Luncheon:** Batya reported that the luncheon was worthwhile and that we should continue to have a presence there. We used to have this as a line item for both the Chamber luncheon and the old SMCCVB luncheon, which is now defunct. Perhaps next year, we can have more Board Members attend to represent the DBID.

**Meeting was adjourned at 7:10pm**