

Downtown Burlingame Business Improvement District

Minutes from meeting held on September 13, 2023

In attendance: Jenny Keleher, Pookie Selig, Laurie Hilt, Nick Kosturos, Rachel Ni, Hadia Makdisi, Jira, Batya Berenfus

Jenny called the meeting to order at 6:05pm

Approval of Meeting Minutes: Batya moves to approve the August meeting minutes. Rachel seconds. August meeting minutes approved.

President's Report: Jenny opened the meeting by reminding the group that it was our Annual Meeting and the last meeting of our fiscal year. This is the meeting where we present our Officer Slate. Jenny will be stepping down as President and will now be President Emeritus. We thank her for the years of leadership and thousands of hours she's devoted to our group! The Approved Slate of 2023 – 2025 Officers is listed:

- President: Batya Berenfus
- Vice President: Aim Orn Selig
- Treasurer / Secretary: Nick Kosturos

Treasurer's Report: Laurie reported in Nick's absence. We have \$50,536.98 in our checking account. The \$16,833.96 payment from Event Brite (Wine Walk) posted on 9/11/23.

Executive Director Report: Laurie reported that the City is working on the 2023 – 2024 assessments and that 13K in outstanding 2022 – 2023 assessments have been sent to collections. There will be a City Council meeting on 9/18 and Nick will attend to represent the DBID. Also currently beginning to work on the Holiday Event (Friday, December 1). Our budget approved the Trackless Train and Laurie working on booking that. Details will be forthcoming.

Committee Reports:

- **Beautification Committee:** Jenny reported for Hadia. Daniel (Bay Illuminations) will begin putting up the lights on the trees next week per the contract that was agreed upon in June. Laurie to resend the contract to group as Pookie had some questions about details as to where lights were going on side streets. We are currently on the hook for \$3300 for 11 months (City will pay for PGE in December). So, this is \$1750 per quarter. It was agreed that we want to have Jenny work with Batya on crafting a formal request / letter to the city discussing about having the City paying for the electricity (as opposed to the DBID). Jenny will also e-introduce Pookie and Batya to Daniel. We have raised \$1648 from the QR codes. We are very thankful to Hadia for championing this endeavor, but have agreed that it's time to stop this promotion and transfer the funds to our general account.
- **Fall Fest Update:** Laurie has submitted paperwork for the Fall Fest Permit. Pookie reports that she has 3 sponsors for this event and that things are starting to come together. Barrel House will provide the alcohol, Matagrano will be donating the beer. She will be paying for someone to distribute the yard signs (as last year), but would like our help distributing posters and cards. The kid zone will have Pony rides, Face Painter, Trackless Train, Jumpys and more. Discussion was had about pricing and it was agreed that each wristband will be \$10.00 (kids only). The fall fest will be Sunday 10/29, hoping all board members can attend to assist with volunteer positions. Jenny will not be able to attend.
- **Wine Walk Update:** What a wonderful event. It was a lot of work and we are so thankful for Pookie's vision and tireless efforts. We raised more than our goal. Our goal was 11K, and we raised over 18,000. Pookie has spoken with the Chamber of Commerce to get a download of their thoughts / suggestions. She also spoke with participants who've suggested that we pair with Wineries going forward. It was agreed that this event is about bringing the public to our merchants, not about learning more about wine. If merchants want to pair with wineries, that's great, but that would be something that they would do on their own. Pookie would like to have a punch card for next year because many people stayed at one location over and over. It was agreed that we should have balloons or signage outside easily showing people which stores are participating in the wine walk. It was agreed that the event should end around 8:00 and that we will need to charge the merchants who are participating a fee to participate (to cover the ABC Costs as well as deter them from pulling out before the

event). Overall, it was a great event and we have learned a lot as we go forward planning the next event, in 2024.

New Business: Shop Dine Play Relax Interviews – Batya put together a list of first round business owner interviews for review and discussion. Laurie pointed out that some of the businesses on the list are not in good standing and are out for collection. It was agreed that businesses must be in good standing to participate. Laurie will include a blurb in the letter that goes out with the 2023 – 2024 assessments about this program and that we'd like everyone to be able to participate, but that they must pay their assessments in order to be considered.

Old Business:

- **Photographer** – Tom Upton was onhand and Wine Walk and Batya will follow up with him on getting photos so we can post to IG and working on the 2nd phase of photos of downtown.
- **DBID Social Media / Brand Management Roll** – Pookie mentioned that she had contacted a few people about Social Media for Fall Fest. Fee's ranged from \$750 – \$2,000.00 She is interested in moving forward with a candidate and will share bids with Batya. Jenny will also speak with the candidate and see if she might be interested in our Social Media position.

Meeting was adjourned at 7:45pm