

# Downtown Burlingame Business Improvement District

Minutes from meeting held on October 11, 2023

**In attendance:** Batya Berenfus, Jenny Keleher, Pookie Selig, Laurie Hilt, Nick Kosturos, Rachel Ni, Hadia Makdisi, Jira (WowPretty), Humberto (Jewels of Monaco), Joseph San Filippo, Joann(Resident, Consumer)

Batya called the meeting to order at 6:00pm

**Approval of Meeting Minutes:** Nick moves to approve the September meeting minutes. Jenny seconds. September meeting minutes approved.

**President's Report:** Batya presented the Communications Plan that she'd been working on. It's a general overview of the thought process of our business. It outlines our mission, our Issues and our Solutions... it also outlines our action items. She will be uploading photos to the website, has written articles highlighting some of the merchants, and continues to help us on our path towards success. Discussion was had about our need for a Social Media Guru. Jenny is going to be looking into posting an ad for a College Internship position (paid / 6 months). Pookie will also give Jenny the name of someone who might be interested. We need to have at least 2 candidates. Batya and Jenny are also writing a letter to the City Council to discuss the lighting issues, stay tuned on that. She reminded everyone about the Economic Development Subcommittee meeting that will be happening on 10/11/23, and encouraged board members to attend.

**New Business:** In our continued effort to help the public understand who we are and what we do, we are going to be filing a DBA and will be known, going forward, as the Downtown Burlingame Merchants Association. General discussion was had as to the merits of this and Nick moved to change the name, Pookie seconds, Motion Passes. We want to focus on the words Downtown Burlingame, and will use the new logo. Batya and Jenny will continue to work on this transition. Our Instagram is Downtown Burlingame, so no need to change that, but our website is still currently [www.burlingamedowntown.com](http://www.burlingamedowntown.com). Someone owns [www.downtownburlingame.com](http://www.downtownburlingame.com) and we can try to reach out to them to see if we can get it... it was unsuccessful in the past, but will try.

**Treasurer's Report:** Nick reported that we have \$53,347.99 in our checking, but that the Lighting check for \$11K has not yet been cashed. He also reported that 3 people were at the 9/18 City Council meeting to object to the DBID.

**Executive Director Report:** Laurie reported that the Assessments were sent out by the City and our new total is \$88k of receivables, hoping that everyone pays, but reminding the group that we wrote our budget at \$80k. The holiday event (Winterfest 2023) planning has begun. Nicole Acquisti, Parks and Rec is unable to help this year and Laurie will be working with Kelvin/Claudia. Pookie let us know that she has a new contact for the Trackless Train, we will explore that for 2024 as we've already paid Fun and Game Experts for 2023 event.

## Committee Reports:

- **Holiday Street Decorations & Downtown Lighting:** Jenny reminded the group that the Wine Walk was a resounding success. This was a community effort and we collected 13K net, our goal was 11k. However, we are facing some hurdles. The current electricity set up will not work with the lights that we have. The City Electrician, Public Works and the Vendor are working with Jenny to try to figure out what happened and what the solution can be. We need a transformer. Who pays for that? At the very least, we will have Spheres put up, the trellis can be lit up, but we need a viable solution. We've raised the funds, our supporters are expecting lights. Jenny will continue to spearhead this effort and will keep us posted. Lights will go up after Thanksgiving.
- **Beautification Committee:** Hadia reported that the wrong pointsettia's were delivered. She will be reordering. 3 plants in each pot. Has some ideas for solar lighting and will get back to us. Will stay within her budget. She's looking forward to it all coming together and says it will be beautiful.
- **Fall Fest Update:** Discussion was had as to why the DBID is treated differently (rules and regulations wise) from the Chamber and other groups. The chamber does not have to file permits like we do for events. Joseph will inquire. We have submitted our permits, but there has been some pushback regarding special permissions from Merchants (Carr McLellan). We are all striving towards the same thing, why are the rules not the same?

Pookie has brought marketing materials and is encouraging the board to help distribute. Everything is coming together. \$8.00 for Beer and Wine, \$10 for Wristbands. Laurie will order 1000 wristbands and look into the hotspots / square for the booths. Do we want to look into Venmo? Jenny / Laurie will look into. Batya suggested canvas bags with our logo (for volunteers) and she will look into pricing. Laurie will send an email to merchants asking if they want to donate items to put in the volunteer thank you bags. Parks and Rec will continue to assist w/ volunteers for the Kid Zone. Laurie will ask 5 Little Monkeys for a g/c for prize. 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.

**Public Comment:** Joseph reported that Barnes and Noble is opening on 10/12/23. No more Remote Public Comment will be allowed at City Council meetings... if you want to comment, you must be in person. He will also have an update on the Non Smoking Ban Pilot, shortly... there has been much discussion about this and trying to determine if it's temporary, or permanent.

**Meeting was adjourned at 7:45pm**