

Downtown Burlingame Business Improvement District

Minutes from meeting held on November 14, 2023

In attendance: Batya Berenfus, Pookie Selig, Laurie Hilt, Nick Kosturos, Rachel Ni, Jira (WowPretty), Humberto (Jewels of Monaco), Joseph San Filippo, Nely Srulovich (Floral Art)

Batya called the meeting to order at 6:00pm

Approval of Meeting Minutes: Nick moves to approve the October meeting minutes. Rachel seconds. October meeting minutes approved.

President's Report: Batya reported that Fall Fest was a success, lights are up on the trees, she's been working on the website (articles to generate interest), Winter Fest is coming up on 12/1/23... lots going on. She reported that the Chamber is writing a grant for possible trolleys to provide transportation downtown during the holiday season. Will keep us updated.

Treasurer's Report: Nick reported that our current checking balance is \$38,194.41

Executive Director Report:

Assessment Update: We will soon be receiving our first 2023 – 2024 assessment payment, should be just over \$30k. A second assessment invoice / reminder will go out late January.

Winterfest: Winterfest is scheduled for 12/1/23. The trackless train will be providing free rides (after it brings Santa and Mrs. Claus from Tree Lighting to Burlingame Avenue). The event will go from 6:00pm – 8:00pm. We have 15 groups that will have tables for fundraising sales, facepainters and the 2nd Grade Class from Washington Elementary singing on the Avenue. BHS Band will also be there at the Primrose/Burlingame Ave Intersection. Should be a fun night.

Committee Reports:

- **Holiday Street Decorations & Downtown Lighting:** Neither Hadia nor Jenny were at Meeting, but Batya had earlier reported that the lights on the trees were up, the spheres were to be installed shortly. Hadia will be putting the pointsettias in the planter boxes and working on décor for side streets. No electricity on side streets, so if we have any lights on trees, we will need to ask the businesses to use their electricity. Hadia will be working on this and will report at the next meeting on updates and progress.
- **Fall Fest Update:** Fall Fest was a success. Largely attended and overall a successful event! Pookie turned in receipts and Laurie will input and prepare a P & L for review. The water insert bill came in very late last year (February), so Joseph will inquire about getting it earlier so we can wrap up the financials for this event. Pookie was very successful in getting more sponsors than in the past plus we received a check from the Vendors, so overall used way less of the 20k budget than we have in the past. Discussion was had about the need for a 2nd hotspot for the Wristband Tent. Batya will contact Tech Soup to see if we can get one donated, or at a lesser cost. It was agreed that we need a bigger tent for the wristband / kid zone as that has become very popular. Will also need to order more wristbands next year. We went through 1,000 this year. All kids will need a wristband, but children under 2 will be free. Rachel acknowledged all of the volunteers that were so instrumental to the event success, but wanted to especially call out Scott Selig. Scott's involvement has been crucial to the success of this event. Rachel moved that we purchase a \$400 gc for Scott to thank him for his years of dedication and support. Batya 2nds. Motion passes. Laurie will purchase g/c and give to Pookie to give to Scott.

New Business: Rumor on the street that Pottery Barn is closing? No update on this. Joseph sent out his listing of what new businesses have opened and those that are close to opening.

Old Business:

Social Media Person: Pookie will share the possible Social Media contacts with Batya so she can interview. Nely would also like to help with this project. Would be a good idea to form a committee and get a clear plan on what we need/want.

Public Comment: Joseph reported that the City Council will be meeting on 11/20 to continue the discussion on the Smoking Ban Pilot. Economic Development Subcommittee meeting on 11/8 – Future of Parklets... 12/4 will be the meeting where it's discussed at City Council. Discussion was had about the parklets and how it has impacted businesses without them.

- Pookie moves to adjourn the meeting; Rachel Seconds

Meeting was adjourned at 7:15pm