

Downtown Burlingame Business Improvement District

Minutes from meeting held on December 12, 2023

In attendance: Batya Berenfus, Pookie Selig, Laurie Hilt, Nick Kosturos, Rachel Ni, Joseph San Filippo, Neli Vilchez

Batya called the meeting to order at 6:00pm

Approval of Meeting Minutes: Nick moves to approve the November meeting minutes. Pookie seconds. November meeting minutes approved.

President's Report: Batya reported that she has secured judges for the Window Decorating Contest. We currently have 7 businesses signed up to participate. Winterfest was a success. She also reported that she and Nick had interviewed Neli Vilchez (Floral Art and Décor) for open Board of Directors position. Nick motioned that Neli be approved as a Board Member; Pookie seconds. The Board welcomed Neli to our group and Batya will forward the formal welcome packet. The group presented Scott Selig with a thank you gift for his years of volunteer service to the DBID and all of his continued hard work on Fall Fest.

Treasurer's Report: Nick reported that our current checking balance is \$64,608.78

Executive Director Report:

Assessment Update: We've received \$15,600 in assessment payments in November. We are currently standing at 43K outstanding. We will be sending an assessment reminder in late January.

Winterfest: Winterfest was a success! Everyone commented on the lights and how festive it looks. The train picked Santa and Mrs. Claus up from city hall and brought to Pergola in front of Topper's Jewelers. BHS band electrical problems were solved and no big issues. I received some comments about merchants on the 1400 block being concerned that there was nothing happening on their block. Neli and Laurie will work together to see if we can do something next year to include the 1400 block, maybe switch up what happens on the 1200 block to the 1400? We need to keep it small as condensing it makes it look more crowded and it works better than spreading it out over all blocks.

Committee Reports:

- **Holiday Street Decorations & Downtown Lighting:** Jenny submitted her full report and discussion was had that it was agreed that while we are happy to fundraise for the lights. It is imperative that the City be responsible for the electricity. We cannot be responsible for the infrastructure. Laurie will put Dale Ferrel in touch with Batya so they can go to the City and discuss. When the lights were installed years ago (when Dale was President of DBID), it was explained then, to us, that the City would be responsible for the electricity. Not sure what has changed. Right now, the lights are up on most trees on Burlingame Ave. Some businesses have agreed to let us use their electricity and we've taken them up on that.
- **Beautification Committee Report:** Hadia was not in attendance, but some questions were raised about Theft of Décor? Has it happened? We expect to have some theft/vandalism, but we can assess after the holidays.

Old Business:

Batya would like to get 2 – 3 candidates for Social Media / Marketing position. Neli might have someone for her to contact. Pookie will send one more candidate to Batya. Batya suggesting we activate our newsletter at least 1 x per month. Batya will come up with a job description for Social Media / Marketing position and she and Neli will conduct interviews.

New Business: Chamber of Commerce is holding their annual Meeting. Batya, Nick, Neli, Rachel and Jenny will attend this event. We will cover the cost of the purchase of these tickets. Pookie will ask Susan for the link for discounted tickets and will ask the Chamber to recognize us at this event. Laurie will purchase the tickets.

Public Comment: The Economic Development Subcommittee Meeting was postponed. Unsure of date of next meeting. Parklet program will continue with new guidelines. Joseph will share this information when it becomes available.

Meeting was adjourned at 7:15pm