



Solano Avenue Business Improvement District Advisory Board

MINUTES

Solano Avenue Business Improvement District Advisory Board

Tuesday, May 25, 2021 | 10:00am

Via Teleconference Zoom Meeting

Link:

<https://us02web.zoom.us/j/86475480085?tk=eaTJ3Kq-VjCoiTdQLcE5N2xTXocMGVDsatXvxBe8iDU.DQIAAAAUilccFRZoLVpvTURxblJneTITdFDV2s5dW9nAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA>

Webinar ID: 864 7548 0085

CALL TO ORDER – The meeting was called to order at 10:02 am.

ROLL CALL - Members present: Todd Andrew, Peggy Smith, Kate Campbell King, Thuy Nguyen. Members absent/excused: none. City Staff: Eleanor Hollander, OED/City of Berkeley (secretary), Melissa McDonough (City Manager’s Office/City of Berkeley), Members of the Public: Jen Hansen Romero, Allen Cain (Solano Ave Assn), two others (portions of the meeting).

MINUTES OF PREVIOUS MEETING – The minutes of the March 23, 2021 meeting were approved, on a motion by Ms. Smith and seconded by Ms. King. Motion Carries. Abstain: none.

A discussion of the Solano Revitalization Plan next steps was led by Melissa McDonough a question remains if the project funding will be authorized with the next budget cycle (on June 29, 2021) – if the funding is authorized then potentially the selected vendor can be retained to begin the work, rather than re-mounting the RFP process again.

ELECTION OF VICE CHAIR – Commissioner Andrew was elected vice chair (again) now that his paperwork is in order. M/S: King/Nguyen, All Ayes.

SECRETARY REPORT – Eleanor Hollander reported on an update from the City of Berkeley Emergency Operations Center (EOC) on vaccine distribution (good coverage is reported in Berkeley), and a possible arrival of the full reopening of California by June 15. There will also be a path to permanence provided for outdoor commerce installations (for review citywide at council in June 2021).

DISCUSISON –The SAA (Solano Ave Assoc) and BID members also discussed a few items related to the construction of the Oaks Theater Gym, and street vendors, and the survey about

public safety (June 15). The SAA also discussed that a fall event planning was in the works, it will not be the Solano Stroll this year, but a new name for the September event has not been determined.

The group finalized a contract with the SAA for the execution of Solano BID projects.

**MOTION:** To move forward the authorization of a contract (as amended) between the SAA and the Solano BID not to exceed \$20,000 annually effective June 1, 2021, to produce events and services on the Berkeley portion of the Solano Avenue. M/S: Andrew/King, All Ayes.

**OTHER DISCUSSION:** Discussion continues about the best ways to communicate via email about Solano BID members. Secretary will look to see what is allowed to be shared from the business license data set. SAA to review their list and identify Berkeley contacts from it. Commissioner recruitment, remains ongoing, Commissioner King to email recruitment text for SAA to include in its next newsletter.

**PUBLIC COMMENT-** Public commenter made some remarks on where to go for best masking practices in a “post-COVID” world. Jennifer from SAA made a comment about how to measure the liner footage of buildings for lighting for holiday events, she quoted \$5per/foot for lights. A discussion of temporary and permanent lighting was also taken up. Jennifer from the SAA to describe the program and turn it into bullet points for a flyer that other BID members can share with merchants for participation in the next few months. Target date for installation is mid-November 2021.

Motion to Adjourn M/S: Smith/King, All Ayes. Meeting Adjourned at 11:28 am.