

Solano Avenue Business  
Improvement District Advisory Board

MINUTES

Solano Avenue Business Improvement District Advisory Board

Tuesday, September 21, 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 10:04 am.

ROLL CALL - Members present: Todd Andrew, Kate Campbell King, Peggy Smith. Members absent/excused: Thuy Nguyen. City Staff: Eleanor Hollander, OED/City of Berkeley (secretary), Members of the Public: Cordell Hindler, Jen Hansen Romero, Allen Cain (both of the SAA).

MINUTES OF PREVIOUS MEETING – The minutes of the July 20, 2021 meeting were approved, on a motion by Ms. King and seconded by Mr. Andrew. Motion Carries. Abstain: none.

SECRETARY REPORT – A short summary of the annual report, and the proposed budget and its corresponding trips to the Berkeley City Council (10/26 and 11/16) for BID renewal was discussed. Also feedback and questions on the health order of 9/1/21 (requiring proof of vaccine in some businesses) was requested. A short summary of the minutes of 2019 was conducted to clarify that funding for labor associated with tree well landscaping was authorized for up to \$5,000 in 2019, Ms. King shared that a storage location has been found for the supplies, and Downtown Streets Team would begin their work shortly. A discussion was had about the reprogramming of the funding support for merchants during COVID – the group clarified that new programs in 2022 would provide support directly to Solano merchants, rather than using that funding for citywide programs such as the business damage mitigation fund or the outdoor commerce grant funding.

Holiday Decor –The SAA (Solano Ave Assoc) continues to work on the holiday lighting program for 21-22 season. Jen is working with Sierra Display (funding of \$10,300 for this project has be authorized in the past) to get a flyer to property owners and other participating businesses by 10/1, properties/businesses will decide to participate by 10/15, the lights have a target install date of mid-November. A separate concept of holiday garlands for the 21-22

season also be explored, as a secondary project, but the priority is on the holiday lighting project for the buildings lining Solano Ave, the group offered support to Jen/SAA on this matter and will meet separate of the BID meeting to advance this concept.

Events -- The SAA has sent one invoice (number 2021-106, dated 8/11/21) for approval, for the "Sip Shop and Celebrate" event held on Solano on July 25, 2021. After discussion, it was agreed that the BID would pay would pay the invoice (in full) in the amount of \$2,638.64 as it is covered under the scope for the BID/SAA contract agreement. The BID members appreciated the detailed invoices and the timely submittal.

MOTION: To move forward the authorization of one invoice payment to the SAA from the Solano BID.

1. \$2,638.64 for the Sip Shop and Celebrate event held in July 2021.

M/S: King/Andrew, All Ayes.

ANNUAL REPORT 2021 AND BUDGET 2022: Discussion was had on the activities for 2021, and the broad outlines for activities described in the 2022 budget. The full report is attached on page three of this document.

MOTION: Approve the Solano BID Annual Report 2021 and Adopt Budget for 2022.  
(Document Attached)

M/S: King/Andrew, All Ayes.

PUBLIC COMMENT- Public commenter Cordell Hindler from the Richmond Chamber of Commerce made some remarks on upcoming events including a performance at the Contra Costa theater, all are invited.

NEXT MEETING DATE – was established for NOVEMBER 9, at 11AM (same zoom link).

Motion to Adjourn M/S: Andrew/King, All Ayes. Meeting Adjourned at 11:07 am.

## ***ATTACHMENT TO SOLANO BID MINUTES 9-21-21***

### **Report for the Solano Avenue Business Improvement District for 2021 and Budget for 2022**

#### **Background**

The first version of the Solano Business Improvement District (BID) operated from 2002-2007 with administration of the BID headed by the Solano Avenue Association. In 2012, the Council appointed the Solano BID Advisory Board to administer the Solano Avenue BID, to fund physical improvements to the street and dedicate marketing and promotion efforts towards the businesses on the portion of Solano Avenue that lies in Berkeley. This Annual report and budget updates the most recent year of operational programs of the Solano BID.

#### **Landscape program**

In 2013, the Solano BID financed a tree watering program for young street trees along upper Solano Avenue. In 2016, per the City of Berkeley arborist, the trees were mature enough to not require additional water services. In early 2016, the board voted to enhance Solano's landscape by installing a program of 41 hanging planter baskets on light poles distributed throughout the district; utilizing the Downtown Berkeley Association's (DBA) services. The DBA watered and maintained the baskets through the end of calendar year 2018. From 2019 to 2021, rainwater alone supported the baskets, and the Solano BID started a conversation with The Downtown Streets Team (DST) to supplement other efforts to clean, weed, and level the tree wells through the district, and to develop an ongoing watering and maintenance system for the hanging flower baskets. This work was challenging to get started because of the need to identify a storage place for DST's tools, and the ongoing impacts of COVID-19 since March 2020. A storage location is now established, and this program should be implemented in 2022.

In 2020, funds were approved and a selection process was conducted for a public realm plan study on Solano. The BID was supportive of the process and was deeply committed to involving both local merchants and local residents in the effort to re-imagine Solano Avenue in a way that brings more vitality to the Avenue in concert with the efforts of the City of Albany with the intention of strengthening the Solano Avenue 'brand' overall. The funding for this project was repurposed for the emergency response to the COVID-19 pandemic. The project was restored in the city's FY22 budget (adopted June 29, 2021) and will move forward in 2022.

#### **Marketing and promotion of Solano**

Marketing and promotion of Solano Avenue constitutes the second priority of the Solano BID. To promote the avenue during the holiday season, a holiday light display program was established by the Solano BID. In 2016 and 2017 the BID contracted with a vendor, the Christmas Light Pros of SF, to deploy decorative unlit multi-colored garlands. In 2018 and 2019, the board approved funding for a new vendor which, under direction of the Solano Avenue Association (SAA), covered more poles and provided greater decoration coordination opportunities with neighboring Albany, all at a lower cost than previous seasons. The intention for the holiday season in '21-'22 is to use the same vendor from the '20-'21 season and reimburse the SAA after the lights are installed. This partnership underscores the leverage that

the SAA organization has been able to provide to support BID efforts for the Berkeley portion of Solano Avenue.

In the remainder of 2021, the Advisory Board may again decide to participate in the development of virtual or otherwise safe holiday campaigns and activities (i.e. supporting the Solano Avenue Association in producing events ‘Santa on Solano’ event or similar). The details of the overall 2021 (and the future 2022) event and marketing program will be developed over the remainder of the year, with a possible coordinated launch party for the new Touchstone Oaks bouldering gym at the top of the Avenue once construction is complete. The party could include an unveiling of refreshed street banners (anticipated date summer 2022).

Expanded landscaping improvements (including porous pavement in tree wells and watering and maintenance of the hanging flower baskets) have yet to be determined by the board. It is presumed that provided a successful demonstration of landscaping maintenance this fall/winter season (2021-22), a multi-year contract could be extended accordingly in 2022.

### **Solano BID Administration**

The Solano BID has one existing contract; a fiscal agent contract with the Telegraph Property and Business Management Corporation (Telegraph PBMC), who charges a 5% fee on new BID revenue annually (for example, the anticipated new Solano BID revenue for 2022 is \$25,000, so the fiscal agent for 2022 will be \$1,250).

### **FINANCIAL STATUS OF THE SOLANO BID, SEPTEMBER 2021**

Solano BID Revenue, as of 9/15/2021	\$ 96,774.26
Less fiscal agent fee to Telegraph PBMC (5%) - of estimated new revenue	\$ (1,250.00)
Less funds allocated for Solano Ave Assn Events Contract (including 2021-22 holiday-related events)	\$ (20,000.00)
Less funds allocated for decorative holiday lights + Installation + Removal + Storage Nov ‘21 to Jan ‘22	\$ (10,300.00)
<b>Unallocated as of 9/15/2021</b>	<b>\$ 65,224.26</b>

### **BUDGET FOR THE SOLANO BID FOR 2022 (Calendar Year)**

Estimated new revenue 2022	\$ 25,000.00
Carryover from 2021 (estimated)	\$ 65,224.26
<b>Total available for expenditure in 2022</b>	<b>\$ 90,224.26</b>

### *PROPOSED EXPENDITURES FOR 2022 (Calendar Year)*

Landscaping installation/tree well porous pavement	\$ 15,000.00
Watering and Maintenance for hanging flower baskets	\$ 12,000.00
Installation, removal and storage of holiday decor 2022-23 season	\$ 11,000.00
Banners 2022 (Design and Install)	\$ 32,000.00
Marketing expenditure (branding/business/event support contract with SAA)	\$ 20,000.00
<b>Total projected expenditure 2022</b>	<b>\$ 90,000.00</b>

**Recommendations**

The Advisory Board recommends that the Council approve the Annual Report and Budget for 2022.

The Advisory Board recommends that the Council make no changes in the boundaries of the Solano Business Improvement District or in the two Benefit Zones, A & B.

The recommended improvements and activities for 2022 are those stated in the Report. The cost for providing them is stated in the Budget for 2022.

The method and basis for the assessment is as stated in Exhibit A2.

The estimate for surplus revenues to be carried over from 2021 is as stated in the Budget for 2022.

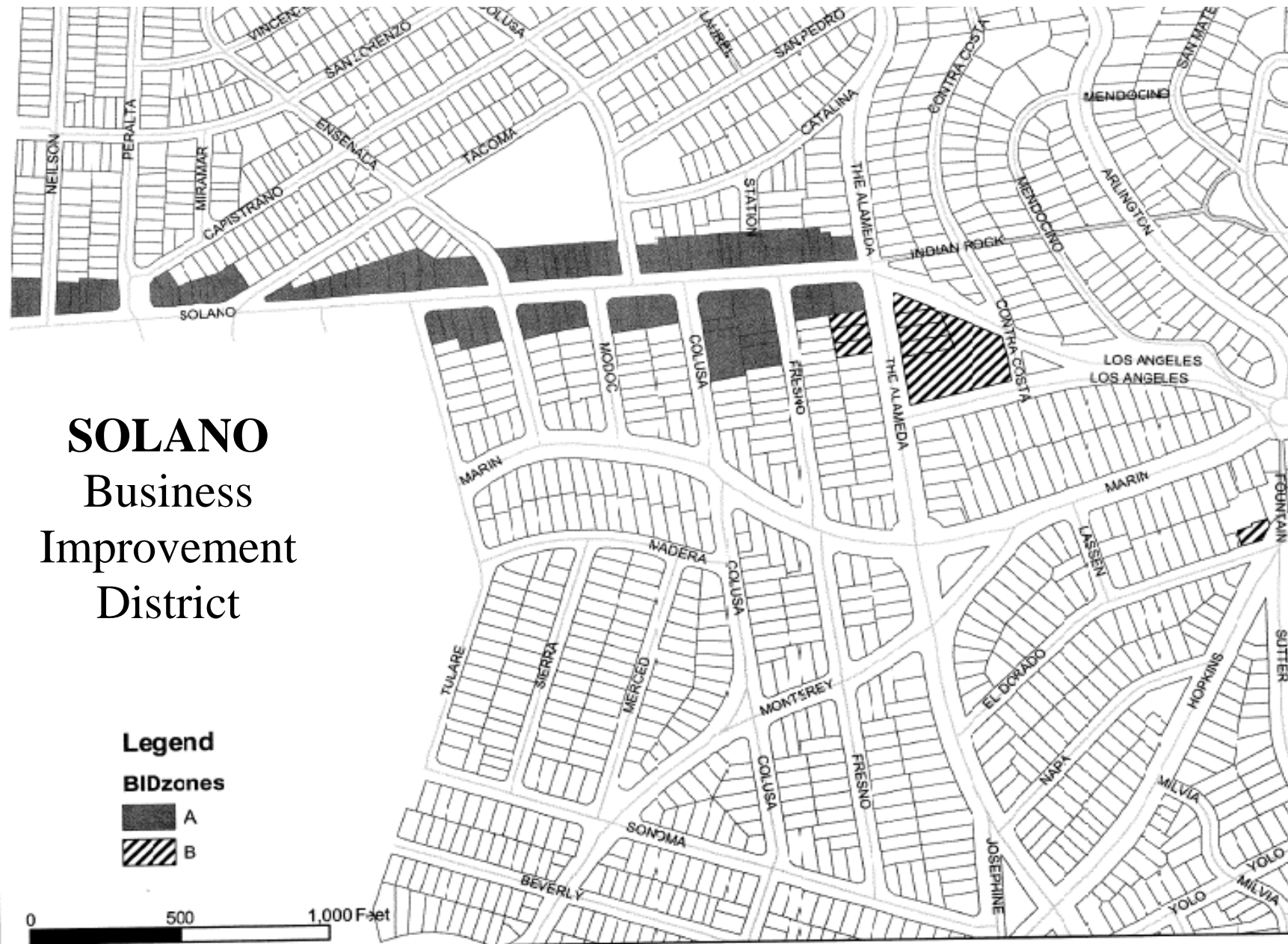


Exhibit A2

**Berkeley Solano Avenue Business Improvement District Annual Assessment Formula**

Type of Business		Annual Assessments	
		Zone A	Zone B
a. Retailers and Restaurants	1-5 employees	\$200	\$125
	6-9 employees	\$300	\$175
	10+ employees	\$400	\$225
b. Service Businesses		\$175	\$100
c. Professional Services		\$100	\$65
d. Financial Institutions		\$500	\$500