



Solano Avenue Business
Improvement District Advisory Board

MINUTES

Solano Avenue Business Improvement District Advisory Board

Thursday, June 25, 2020 | 11:30am

Via Teleconference Zoom Meeting

<https://us02web.zoom.us/j/82346117002> | Meeting ID: 823 4611 7002

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CALL TO ORDER – The meeting was called to order at 11:35am.

ROLL CALL - Members present: Kate Campbell King, Todd Andrew, Peggy Smith
Members absent/excused: none. City Staff: Eleanor Hollander, OED/City of Berkeley (secretary),
Melissa McDonough, Lorenzo Lewis, Jeremy Haile (CoB), Members of the Public: Fern (Fern's
Garden), Hursret (Ruby Rugs).

MINUTES OF PREVIOUS MEETING – The minutes of the January 21, 2020 meeting were
approved on a motion by Ms. Smith and seconded by Mr. Andrew. Motion Carries. Abstain: none.

PUBLIC COMMENT- Several comments were made regarding marketing efforts for the
avenue, indoor retail, the efficient idea of having staged outdoor street closures for
different time periods and locations. Also comments on the merchant survey were
reviewed, received and discussed.

DISCUSSION ITEMS – The goal of today's meeting is to discuss support to merchants on Solano
during the global pandemic; would a group application for a limited engagement of street closure
dedicated to outdoor commerce be helpful and should the BID sponsor such an effort? The group
reviewed existing financial commitments for 2020 which include holiday décor with the SAA,
clean up and landscaping with the Downtown Streets Team (contract not finalized), and porous
pavement installation in tree wells (contract not finalized). The group also discussed the status of
the Solano Stroll for 2020 (cancelled), and the status of the Solano Ave Revitalization Project (on
hold at least through FY21).

Motion: m/s King/Andrew, approved all AYES. Allocate up to \$35,000 total to support efforts
related to outdoor commerce/street closure in the public ROW. The \$35,000 is to be roughly
allocated as such: \$25,000 for program start up and design, \$10,000 for operations through the end
of calendar year 2020.

Meeting Adjourned at 12:55 pm.