

SANTA FE DRIVE BID

Retreat Notes 1-11-18

PARKING LOT OF DEFERRED TOPICS

1. Shared services among multiple BIDs (Rusty references DUMBO in NYC).
2. \$500,000 committee
3. Sidewalk funds
4. Matrix of services for website

COMPARISON OF WHAT EACH ENTITY DOES (COULD DO) FOR THE SANTA FE COMMUNITY

ART DISTRICT

1. Represents SF arts community
2. (reorganizing – concerned about transparency)
3. Marketing entity for artists on Santa Fe
4. Social events and promoting member collaboration (Art of Brunch)
5. Promoting interaction between members and neighbors
6. Provide education opportunities to membership (resources, funding opportunities)
7. First Friday (shuttle)
8. Creative District

NEWS ED

1. Community Development Corporation
2. Events, Luminarias, First Friday, Cinco de Mayo
3. Community programs and organizing
4. Affordable Housing
5. Small business development
6. Represents those without a voice or opportunity: local residents and small businesses
7. Retail incubator
8. (no longer providing liaison to Office of Economic Development)

LA ALMA/LINCOLN PARK RNO

1. Represents the interests of all residents surrounding Santa Fe Drive
2. Advocates for the preservation of the physical and social neighborhood
3. Has the most clarity about its role and purpose
4. Advocates for the neighborhood
5. Not as focused on businesses

MISSING UMBRELLA ORGANIZATION

1. Elements of what La Alma Action and Santa Fe Redevelopment used to do
2. Community Advisory Board
3. Representing the combined interests of all constituencies
4. Represents a perspective on gentrification

SANTA FE BID

1. Advocate for maintaining and further developing SF corridor infrastructure
2. Maintain and improve physical enhancements: lights, benches, trash bins
3. Market existing businesses
4. 4 service areas: safety, maintenance, physical improvements, economic development
5. Resource for businesses on the corridor and those who might join it
6. Establish a visual character that defines the boundaries of the district (branding)
7. (doesn't do design review)
8. (doesn't provide a human resource for economic development)
9. The BID is broader than the arts district – could include the arts businesses as part of the overall business interests (more like RINO)

AT THE VERY LEAST, THE BID SHOULD DO.

1. Maintain street furniture/amenities, including landscaping
2. Report to business owners and commercial tenants
3. Advocate for businesses
4. Maintain website
5. Clean graffiti in the public realm

THE BID DOESN'T DO.

1. Repair/replacement of sidewalks
2. Clear snow
3. Represent residential tenants
4. Clean graffiti on private buildings

SERVICES THAT THE BID COULD CONTRACT FOR

1. Bookkeeping
2. Website maintenance
3. Streetscape maintenance
4. Administration
5. Advocacy