



HISTORIC RAILROAD SQUARE ASSOCIATION /Community Benefit District

RRSQ Association Board Meeting

January 16th, 2025

11:00 am - 2:00 pm

Courtyard Marriott Hotel Conference Room: 175 Railroad St. (In person meeting)

AGENDA

- 1. CALL TO ORDER; INTRODUCTIONS; OVERVIEW OF AGENDA**
- 2. CONSENT ITEMS**
 - a. December meeting minutes
- 3. ACTION ITEMS**
 - a. New board member vote: Gunnar Vega
- 4. EXECUTIVE DIRECTOR**
 - a. Executive Director's first six months of activities
 - b. What are the Board's priorities for the ED?
- 5. Board Self-Evaluation assessment**
- 6. Roles and responsibilities of Board Members**
- 7. Succession Planning**
 - a. Executive Board
 - b. Exec Board + Committees create 'manual' for position expectations, tasks, and responsibilities
- 8. Treasurer Position**
- 9. Structure of Committees**
 - a. Committee chair/lead
 - b. Addition/Removal
- 10. Update from Committees**
 - a. What worked? What didn't? (3 minutes)
 - b. Plan for post-project completion

2024 ADHOC / PROJECTS

Tree removal/replacement - Mike, Curt, Rafael

4th Street Lighting project - Rafael, Curt

Window Display/Utility Boxes - Dee, Paul, Pauline

Security/Graffiti - Tom, AJ, Mike, Paul

Marketing - Danielle, Mike, Tom, Rafael, Ali, Amanda

Events - Noelle, Dee, Mike, Amanda, Ali

Business Development Initiative - Pauline, Rafael, Justine, Danielle, Dee

Planters - (Marianne)

Wayfinding - Noelle, Mike, Amanda

Hotel Marketing Group - Theresa, Tom

Parking - Paul, Danielle, Pauline

PROPOSED 2025 ADHOC COMMITTEES / PROJECTS

ADD:

SMART (in anticipation of Healdsburg station)

Art - murals, tours

Tours - history, food, art

Bylaws review

REMOVE:

Wayfinding (maintenance only)

COMBINE?

Marketing/Events

9. Other Discussion/Updates:

10. ADJOURNMENT:

NEXT BOARD MEETING: February 20th, 2025 8:30am Courtyard Marriott (In Person Meeting)