

CHAMBER

SAN MATEO COUNTY

Chamber San Mateo County

Board of Directors Meeting - Minutes - Thursday, March 28, 2024 - Noon via Zoom

CALL TO ORDER by Chair of the Board Lennies Gutierrez at 12:03pm.

Present: Aknin, Bailey, Bartaldo, Bautista, Boyd, Buckmaster, Cowan, Elliott, Friesz, Foust, Gasparini, Gee, Gutierrez, Hartnett, Jedkins, Korlipara, Lind, Lunny, Martinez, Moore, Morrissey-Parden, North, Parmer-Lohan, Wagner, Webb

Absent: Aikins, Beals, Fong, Graham, Jones, Kamei, Lopez, Paul, Pierry, Rendon, Sacher, Tsai, Weber

Other: Arnold, Basques, Gallosa

INTRODUCTIONS: Gutierrez welcomed everyone and asked if anyone noticed anything different on the agenda. Gutierrez thanked staff for having the four pillars at the top of the Board of Directors agenda.

APPROVAL OF MINUTES - Gutierrez: MSC (Hartnett - Lind) to approve the Board of Directors meeting minutes from February 22, 2024, as emailed.

DISCUSSION ITEMS

Communications Report - Bailey/Buckmaster: Buckmaster thanked the Board for their attendance and presented the communication plan overview. She worked with Bailey on this plan and asked the Board for their feedback. Bailey explained the feedback from the retreat is what they used to help map out the communications plan. He discussed the plan for addressing our key audience and four strategies; telling the story of our chamber members, sharing the good things they provide, developing additional capacities within the organization and persuade our elected officials. Bailey shared examples for future communications such as member spotlights, messages from the CEO and quarterly op eds. Hartnett expressed that the plan was well put together and comprehensive. Wagner agreed and emphasized the need to be mindful in our communication and not over communicating. Chan asked about the audience for these communications other than members, Bailey explained the communication will be sent to the business community, elected officials, and staff. Gasparini questioned if we will receive any data on the effectiveness of the communications report, such as open rates, bounce backs and who is receiving the material. Bailey ensured Gasparini that that is the goal, as the hope is to have a more sophisticated with click rate and other similar features, but just aren't there yet.

Governmental Relations Plan - Bailey/Buckmaster: Bailey shared that for the governmental relations plan, it is a similar approach. The goal is to inform, influence and impact. Hartnett asked if there was an informal way to identify upcoming leaders that could be mentored by the Chamber board. Lind asked about level 4 of the plan, "full campaigns" and asked about additional funding. Bailey explained level 4 is a rarity and that most work will be in level 2 and 3. Hartnett shared that the plan was written out into understandable goals and strategies and that it demonstrates the importance of board input and involvement of an active board.

Redwood City & Belmont Tax Measure Update - Bailey/Buckmaster: Bailey thanks Morrissey-Parden for her wealth of knowledge and history in Belmont. He shared that Redwood City, as well as Belmont are working on changes to the business license tax and Belmont has already had focus groups. Stone agreed with Bailey and also thanked Morrissey-Parden, he shared he spoke to Kathy Kleinbaum, and she shared with Stone that the Chamber has been helpful with outreach and in providing guidance on how to engage the community. Buckmaster shared Redwood City hired a consultant but hasn't seen any results, so she is

unsure as to what level of outreach has happened. Gee explained there are two different measures being looked at. Buckmaster shared the concern of the new tax effecting our members.

DEPARTMENT REPORTS

COMMUNITY DEVELOPMENT DEPARTMENT

2024 Progress Seminar: April 19-21, 2024 at Hyatt Sonoma – Foust & Lind: Provided an update of the 2024 Program and current attendees list.

OTHER: Due to dialogue and discussion in the previous discussion items above and in consideration of the Board's time, we opted to adjourn early without the following department updates.

- *Leadership Redwood City/Belmont/San Carlos/Menlo Park (Gallosa)*
 - o Public Safety Day Update
 - o Recruitment is underway for the Fall class of 2025.
- *Education Committee (Buckmaster)*
 - o Next meeting: Wednesday, April 3, 2024 @ 12:00pm
 - On the agenda: Dreams33 (Invited) & 4C's Update (Invited)
- **Economic Development Department**
 - *Economic Development Committee (Aknin)*
 - o Next meeting: Tuesday, April 2, 2024 @ 12:00pm *Special date*
 - On the agenda: Sequoia Station Update – Hunter Properties & 1800 Broadway/910 Marshall
Proposed project - R&M Properties
 - o Next meeting: Tuesday, May 7, 2024 @ 12:00pm
 - *Transportation & Housing Committee (Greenway)*
 - o Next meeting: Thursday, May 9, 2024 @ 12:00pm
 - *Belmont Business Committee (Morrissey Parden)*
 - o Next meeting: Thursday, May 2, 2024 @ 12:00pm
 - *Menlo Park Business Committee (Bautista)*
 - o Next meeting: Thursday, April 11, 2024 @ 12:00pm
- **Business-Government Relations Department**
 - *Governmental Relations Committee*
 - o Next meeting: Wednesday, April 17, 2024 @ 12:00pm
- **Membership Services, Funding and Communications Department**
 - *Good Morning San Mateo County Virtual Programs:*
 - o [City of Belmont](#), Mayor's State of the City Address – April 4, 2024 @ 12:00pm – 1:00pm
 - o [City of Redwood City](#), Mayor's State of the City Address – May 1, 2024 @ 12:00pm – 1:00pm
 - *"Off the Clock" Networking Event:*
 - o Curry Pizza House: Wednesday, April 10, 2024 from 5:00pm – 7:00pm
 - o Counter Point Café: Wednesday, May 15, 2024 from 5:00pm – 7:00pm
 - *11th Annual Birdies for Business Benefit Tournament*
 - o Stanford Golf Course, Monday September, 25, 2024, *Sponsorship opportunities available*
 - *NEW Online Community Guide & Membership Directory [here!](#) (printed copies available)*
 - *March Chamber Connections*

CHAMBER

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PRESIDENT & CEO REPORT

- 2023 Annual Report (launching Friday, March 29)
- Next Board Meeting: Thursday, April 25, 2024 @ 12:00pm - 1:30pm at LV Mar

CHAIR OF THE BOARD TIME

NON-AGENDA ITEMS

- Save the Date: [SAMCEDA "Thread Talks"](#) - Tuesday, June 25, 2024 at 3:30pm

ADJOURN at 1:02 pm.

Submitted by
Amy N. Buckmaster
President and CEO