

Minerva Pulido
Mi Rancho Market
80 North B St
San Mateo, CA 94401

November 1, 2022

City Council
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

Dear Council Member:

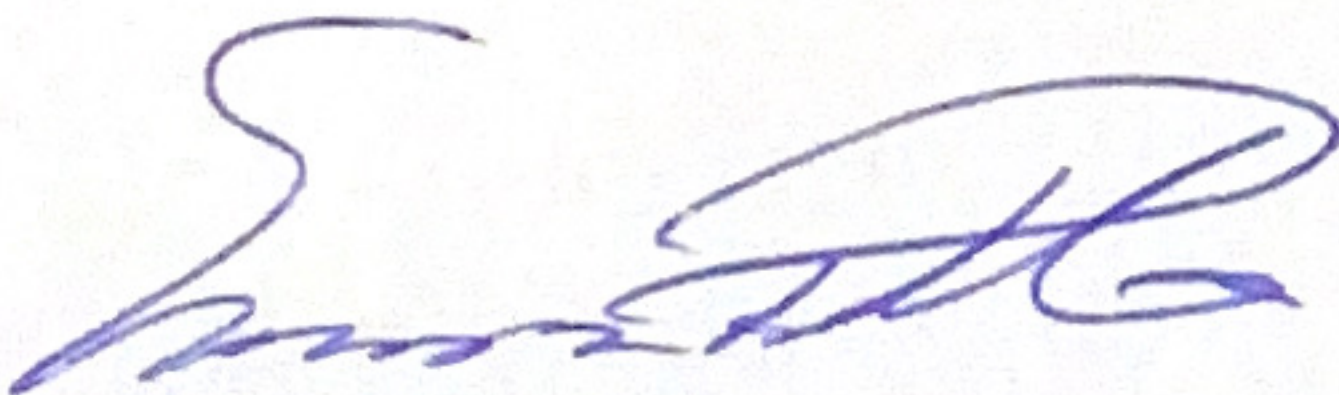
I have been doing business in the Downtown Business Improvement Area for 27 years, and I am writing to express my full support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA").

I have personally benefited from the services provided by DSMA, especially during the North B Improvement Initiative, as well as support with our annual "North B Fiesta". It is important for DSMA to continue to be able to provide services that support business owners like myself.

I understand that the proposed fee structure is more equitable as it considers the changes in downtown San Mateo, reflects the benefits of businesses in the DBIA, ensures the viability of the DSMA, and provides additional funding required for the enhancement and expansion of services.

I urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,



Minerva Pulido
Mi Rancho Market

From: Jennifer Chen

Sent: Tuesday, November 1, 2022 2:00 PM

To: Seamus <seamus@gmail.com>; Lew Cohen <bstreetbooks@gmail.com>

Cc: 'Danielle Wood' <dwood@nbsgov.com>

Subject: 101 S San Mateo Drive

Hi All –

I received a phone call from Willian Tatomer MD who is a therapist at 101 S San mateo Drive. He thinks that his fee going from \$99 to \$550 is too high. He does share his office with 3 other therapist and I mentioned that he would share the DBIA with all three therapist.

His contact information is as follows: [REDACTED] and [REDACTED]

Thanks,
Jennifer

Jennifer Chen “陳珍妮”

Economic Development Manager | City Manager’s Office

330 W. 20th Ave. San Mateo, CA 94403

650-522-7009 | jchen@cityofsanmateo.org



Draeger's MARKET

ADMINISTRATIVE OFFICE
291 UTAH AVENUE
SO. SAN FRANCISCO, CA 94080-6802

TASTE FLAVOR AGAIN

CONTACT INFORMATION
TEL 650-244-6500 FAX 650-416-7558
WWW.DRAEGERS.COM

10/25/2022

'22OCT31 1:30PM

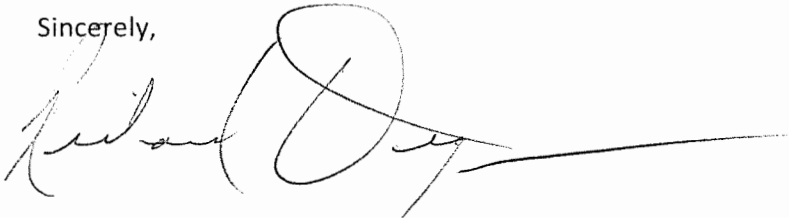
Richard Draeger
Draeger's Super Markets, Inc.
291 Utah Avenue
South San Francisco, CA 94080

City Council
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

Dear Council Member:

I have been doing business in the Downtown Business Improvement Area ("DBIA") for 26 years, and I am writing to express my full support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA"). I have personally benefited from the services provided by DSMA, especially from sidewalk cleaning. It is important for DSMA to continue to be able to provide services that support business owners like myself. I understand that the proposed fee structure is more equitable as it considers the changes in downtown San Mateo, reflects the benefits of businesses in the DBIA, ensures the viability of the DSMA, and provides additional funding required for the enhancement and expansion of services. I urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,



BLACKHAWK
4100 BLACKHAWK PLAZA C.
DANVILLE, CA 94506
925-648-5800

LOS ALTOS
342 FIRST STREET
LOS ALTOS, CA 94022
650-948-4425

MENLO PARK
1010 UNIVERSITY DRIVE
MENLO PARK, CA 94025
650-324-7700

SAN MATEO
222 E. FOURTH AVENUE
SAN MATEO, CA 94401
650-685-3700

Tyson Mao
Wursthall
310 Baldwin Ave
San Mateo, CA 94401
October 21, 2022

City Council
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

Dear Council Member:

I have been doing business in the Downtown Business Improvement Area ("DBIA") for 12 years, and I am writing to express my full support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA").

I have personally benefited from the services provided by DSMA. It is important for DSMA to continue to be able to provide services that support business owners like myself.

I understand that the proposed fee structure is more equitable as it considers the changes in downtown San Mateo, reflects the benefits of businesses in the DBIA, ensures the viability of the DSMA, and provides additional funding required for the enhancement and expansion of services.

I urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,

A handwritten signature in black ink, appearing to read "Tyson Mao", written in a cursive style.

Tyson Mao

October 25, 2022

City Council
City of San Mateo
330 West 20th Avenue
San Mateo, CA 94403

Dear Council Member:

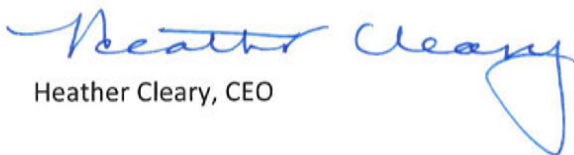
Peninsula Family Service ("PFS") has been doing business in the Downtown Business Improvement Area ("DBIA") for over 20 years, and I am writing to express my full support for the new fee structure proposed by the Downtown San Mateo Association ("DSMA").

PFS staff and participants personally benefit from the services provided by DSMA, especially from the efforts to bring people downtown and keeping the downtown clean. A clean downtown benefits the entire community. It is important for DSMA to continue to be able to provide services that support our employees and program participants.

I understand that the proposed fee structure is more equitable as it considers the changes in downtown San Mateo, reflects the benefits of businesses in the DBIA, ensures the viability of the DSMA, and provides additional funding required for the enhancement and expansion of services.

I urge you to move forward with the decision to update the fee structure from the current model to DSMA's requested model.

Sincerely,



Heather Cleary, CEO

From: Betty Shon [REDACTED]
Sent: Thursday, October 27, 2022 3:50 PM
To: Clerk <clerk@cityofsanmateo.org>
Cc: Lino Campanile [REDACTED]; Jeff Bak [REDACTED]; Richard Ng [REDACTED]
[REDACTED]; Kelly Chang Levine [REDACTED]
Subject: Resolution of intent to modify the basis and method of levy for the downtown business Improvement Area (DBIA)

To whom it may concern,

Westlake DMD LLC, owners of the property at 500 and 520 S. El Camino Real hereby protests the proposed changes to the BID assessment structure and rates effective July 1, 2023. The proposed change represents an increase of more than 23 times our current fee. The services provided by the DBIA do not warrant this increase. Kindly confirm receipt of our protest. Thank you.

Sincerely,

Betty Shon

From: Deborah Postal [REDACTED]
Date: Tuesday, October 18, 2022 at 3:50 PM
To: Clerk <cityclerk@cityofsanmateo.org>
Subject: Response to BID Assessment Fees

Dear City Clerk,

This correspondence is to protest the increase in BID assessments. For those of us who are self-employed and work (very) part-time, having to make an additional increased payment is just too much. Perhaps, DSMA should consider an increase to businesses with a full-time schedule, or put this increase off until we get through this time of high inflation, and the exorbitant costs for rent, supplies, and materials to run many businesses these days.

Sincerely,

Deborah Postal

From: Gene Manyak [REDACTED]

Sent: Wednesday, October 26, 2022 12:31 PM

To: Clerk <clerk@cityofsanmateo.org>; Rick Bonilla <RBonilla@cityofsanmateo.org>; Amourence Lee <alee@cityofsanmateo.org>; Joe Goethals <jgoethals@cityofsanmateo.org>; Diane Papan <dpapan@cityofsanmateo.org>; Eric Rodriguez <erodriguez@cityofsanmateo.org>

Subject: Protest to proposed DBIA tax/levy (Downtown Business Improvement Area)

Hello,

My wife and I own a professional business in downtown San Mateo, and have a strong issue with the proposed DBIA tax. Currently we pay \$98.82 per year, and the City is proposing a 10x/20x/30x increase. That seems excessive, unfair, and unreasonable!

- We already pay Business License taxes based on revenue. If the city needs money to pay for downtown beautification and upkeep, then use the proceeds of the business license tax, which is fairly based on revenue. The additional thousands of dollars in extra taxes for the DBIA seems unfair. Especially the proposed increase in the Professional tier.
- The businesses that would truly benefit the most from downtown upkeep and beautification, the Retail tier, are being practically untouched. **The proposed tax increase is primarily going to businesses who benefit the least (Service & Professional). Very unfair!**
- Our office is on the 6th floor of a multi-story building with its own garage. Downtown beautification is important, but won't meaningfully impact our business. If anything, we help other businesses in downtown, so why should we pay a disproportionate amount of this new tax (Professional Services are hit very hard).
 - Patients who come to our office drive into the building garage, come up an elevator to our office, and then leave. Perhaps they then go out and about in downtown San Mateo, but that is our business helping other city merchants, not the other way around. The primary purpose of the trip to downtown San Mateo is to visit our office, not the other way around. Why should we pay a 10-30x increase in this tax if we aren't really getting any benefit from it? Perhaps an extra fee for street-level businesses

would be fair, but even in this case the amount should be reasonable given that a separate business tax already exists.

- And why such a large increase to the Professional tier? Again, we already pay the city via a % of annual revenues.
- Also, why base the amount on number of employees, and how do you define an employee? Someone who works 2 hours per week, or FTE? How about owner, are they included in the count?

This proposed tax seems flawed and unjust. If the city needs money to pay for downtown beautification and upkeep, that is why the business license tax exists. We are fundamentally opposed to the new DBIA tax in the way that it is being proposed.

Regards,

Gene Manyak
Manyak Dental Group
[REDACTED]

From: San Mateo Lock Works <sanmateolockworks@gmail.com>

Sent: Wednesday, October 19, 2022 2:43 PM

To: Clerk <cityclerk@cityofsanmateo.org>

Subject: Regarding the proposed BID Assessment Rate Increase

To All ,

We are emphatically not in favor of the proposed rate increase. Our business, San Mateo Lock Works, established 1927 does not support this proposal.

Please share will all involved.

Steve DeSantis Owner

Gary DeSantis Owner

Sid Shimabuku Owner

Jesse DeSantis Owner

--

Trust your real locksmith with real experience and a real location. Watch out for locksmiths advertising on the internet with no location or phantom addresses!

San Mateo Lock Works

Family Owned Since 1927

321 Second Ave, San Mateo, CA 94401

650-344-4905

WWW.sanmateolockworks.com



From: Andrew Klein [REDACTED]
Sent: Sunday, October 30, 2022 7:45 PM
To: Clerk <clerk@cityofsanmateo.org>
Subject: Updated Information - DSMA

Wanted to make sure this objection to the Resolution regarding the DBIA - please confirm receipt.

Best,

Andrew Klein

Begin forwarded message:

From: Andrew Klein [REDACTED]
Subject: Re: Updated Information - DSMA
Date: October 29, 2022 at 8:25:02 PM PDT
To: Seamus [REDACTED]
Cc: Lew Cohen <bstreetbooks@gmail.com>, cityclerk@cityofsanmateo.org, Wendy Klein [REDACTED]

Hello Seamus -

Thanks for your message.

I'm sorry to say we are even less supportive now then we were when we originally responded and very opposed to the fee increase. Our comments would be as follows:

1) Nothing in your document answers the question of what have you done in our area of B Street nor what will you be doing in our area of B Street that would drive business to our Yoga Studio - may help the businesses on 2nd through 4th - but nothing for us out here. We have asked this question every time you have asked for a fee raise, we asked the Mayor to tell us what has been done - we were promised an audit and never have received it.

2) The “fairness” issue is not addressed properly - we are kept being told it’s about FTEs which is not in any of the formal documents nor does it include contractors which a lot of businesses use in spite of AB 5 - which means we (Nandi Yoga) are going to have an excessive burden for zero services that will get to our area. In our conversations about employees versus FTEs, we have been told it’s “self reporting” and that no one is going to check it - this is the same argument we heard about covid mask restrictions from the County when they said “no one is checking anyway so if you are safe, just go ahead and tell people not to wear their masks” - playing in the gray area of the law is not how we run our business.

3) There is nothing in the document that gives any evidence of value - some general comments on trash pickup and planting - I would think that should be part of the City buildings and grounds budget - that is the city’s responsibility and we all pay trash fees for ecology for exactly that service - but if I were an investor, and someone asked me for \$220,000 extra (much less the \$400,000 in total), I would demand to see the potential return with some data and proof. It’s not there. I can see what Hillsborough does with their investment in the Hillsborough Beautification Foundation; I can see what Burlingame did downtown with their investment - both were costly but very clear on the outcomes - visible, tangible, obvious - I don’t see that here.

4) Most small businesses are still dealing with the consequences of Covid - for us we are still operating on less than 1/3 of revenue at a time when our rent and other utility costs are going up - the last thing we need is an additional tax from the City (which you can call this whatever you want - it is a TAX from the city) where there is zero impact on our business or in our area. Now is not the time to be pushing additional costs on businesses that are already struggling to get by, especially when there is limited to no impact on their business.

Bottom line:

1) We see no benefit to our specific business at all

2) We have seen nothing done between 6th and 9th Avenue between B Street and the railroad tracks in the 15 years we have been here - absolutely nothing. If you want to do this for downtown, then eliminate our section from the downtown association - it is nothing more than a transfer tax from us to the DSMA and downtown businesses and restaurants.

3) If you’re going to do something for downtown, do something major like Burlingame did on Burlingame Ave - make a real difference the area.

At Nandi, we have experienced multiple unnecessary and useless cost impositions from the City and County - from Covid restrictions to unequitable fire protection requirements to now this. You can be sure when our lease is up in March 2025, after 17 years in San Mateo, we will be looking at other jurisdictions than San Mateo - when we started San Mateo was so easy to do business with, far easier than our neighboring towns - our experience in these past few years have us questioning that point of view and certainly asking whether there is a better place to continue for our community.

Regards,

Andrew Klein
Co-Owner, Nandi Yoga

On Oct 28, 2022, at 9:34 AM, Seamus <seamus@gmail.com> wrote:

Hello Andrew,

Thank you and your wife for taking the time to reach out to us with your concerns about the proposed DSMA rate modification. Also, thank you for taking the time to speak to our consultant, Danielle at CivicMic.

We have attached a letter that explains where we are and what we would like to do in the future. Our focus is on creating equity across all ratepayers and increasing the support for our businesses. We hope the detail we have provided in the phone call and this letter will help create a better understanding of our objective and benefit.

We would greatly appreciate your support. Thank you,

Seamus Whitley
Treasurer, DSMA

P.S. Thank you for letting us know of your wife's interest in the DSMA Executive Director position we hope to create with this rate modification. We will look forward to seeing her application when the position is posted.

<Dear Businesses Owner.pdf>