

BID MISSION STATEMENT – “A volunteer-led committee promoting the economic growth and resilience of businesses through marketing and beautification while maintaining the unique and authentic character of the Business Improvement District.”

ATTENDEES

PDA Board: Jeff Mayne (Sonoma Equity Lending Corp), Eric Lafranchi (Taps)
PDA Staff: Marie McCusker (Executive Director), Elisa Seppa (Admin, Event, Coms Coord)
City Staff: Drake Cunningham (RTP - Graffiti Abatement)
Merchants: Kim Wheeler (Sugo Trattoria), Juliana Reed (Redwood Empire NECA), Alethea Bermudes (Della Fattoria), Terry Kosewic (Kozy Homes), Joanie Claussen (iLeoni), Nancy Leoni (iLeoni), Rachel Usher (Usher Gallery), Damien Carney (Avinage), April Frederick (Estuary), Naomi Crawford (Lunchette)

CALL TO ORDER The meeting was called to order at 8:40am.

INTRODUCTIONS / MISSION STATEMENT / REVIEW OF PREVIOUS MEETING MINUTES

BID FINANCIALS / BILLING

- **BID FUNDS** – BID Funds are distributed across 4 categories – security (27%), marketing (23%), beautification (30%), administration (20%).
- **BID BILLING** – 592 businesses billed, 372 paid, 220 unpaid, \$43,774 collected (ahead of last year)

GOAL SETTING FOR 2024-2025

Artwork Downtown – BID funds available. City looking for projects & open to working with BID/PDA. Invite City art committee lead Melissa Abercrombie to discuss partnership & funding. City electrical boxes painting project almost complete. Contracts & insurance ready for final projects; need to extend encroachment permit, confirm funding, budget, Art Council involvement. Reach out to Amandalynn.

Business 2 Business Referral Card – Discussion about specifics on card (map, QR code, business card size, space for customization, distribution). Discussion about importance of merchants supporting each other and the community. Example to be presented at next meeting for review prior to distribution.

BID Map / Landing Page – Review SC Tourism list & map for possible BID landing page. Integrate with the Visitors Center. All merchants in attendance interested in BID funds being allocated to wayfinding & signage for downtown asap.

Green Businesses – Naomi / April are working with Cool Petaluma / Blue Zones / SC Tourism to create a list & map of businesses making green improvements & commitments.

Increase Profitability for Downtown Businesses – Discussion & ideas ongoing (marketing, attracting people downtown, experiences, events, online presence, links to larger & alternate websites for visibility, parking). Look at creating classes tailored to wants & needs of individual businesses.

Shuttle Program – City pilot shuttle program launching in July. Discussion about how to market and utilize (work with City to connect employees, locals, visitors; promote via SMART and B2B cards; look at connecting with Rotary, senior centers, private & tour groups). Possibly electric for future.

Parking – Discussion regarding safety, employees using downtown spaces, parking garages (Basin Street vs 2nd Street), possibility of designating a garage level for employees, foot patrol security at peak times, green zone pickup, parklets. City to address parklets at 6/3 City Council meeting; businesses encouraged to attend.

Sidewalk Sale – Survey to be sent this week for ideal date (consensus of merchants in attendance is August). Increase in marketing (over street banner, small banners in more locations, earlier & updated marketing). Discussion of ways to be more inclusive of all types of merchants & better include restaurants. Research structure of other cities & towns.

Maritime Passport – Yacht Club distributing to visiting boats. 18 merchants participating (\$50 buy in); PDA & Yacht Club providing awards to winners. Plan to run for 2 years and evaluate success rate. Good response from other yacht clubs. Memorial Day weekend 42 boats / 130 boaters expected.

Participating merchants are alerted when large groups coming. Taps & Hanks have had good turnout (locations, able to accommodate large groups, welcome / specials menu, etc). PetalumaPassport.com Look at expanding to other passport programs if successful.

BLOCK CAPTAINS – Block Captain planning to be discussed at next meeting.

OTHER

- Dock construction will be occurring end of June which will affect the turning basin, yacht club, bands on the basin. PDA to get more information from City to distribute to businesses.
- Usher Gallery – opening this weekend (5p-8p)
- Discussion of how to get more attendance at BID meetings (timing, contact method).
- City will attend each quarter to give updates going forward.
- April looking to integrate artists on the river in conjunction with Art & Garden Festival.

MEETING ADJOURNED The meeting was adjourned at 10am.

NEXT MEETING **Tuesday, June 18 at Usher Gallery**