

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: Danielle Stroble (Keller Street CoWork)

PDA Staff:

City Staff: Nancy Sands (Economic Development Analyst),

Guests: Johnny Hirschmugl (The Art of Johnny)

Merchants: Joey Reed (Redwood Empire NECA)

- **CALL TO ORDER**: The meeting was called to order at 5:31pm.
- **INTRODUCTIONS MADE**
- **DISTRIBUTION OF PREVIOUS MEETING MINUTES**
- **UPDATE ON BID FINANCIALS / BILLING**
 - BID funds are distributed across 4 categories – security, marketing, beautification, administration.

As of 3.31.2022

- 587 businesses billed
- 349 businesses paid
- 238 businesses unpaid
- \$43,673 collected (down 24.7% over 2022)
- **DOWNTOWN EVENTS / MERCHANT MARKETING OPPORTUNITIES**
 - Merchants are offered options to participate in PDA produced events throughout the year with discounted rates on booth spaces, parade entries, &/or sponsorship opportunities.
 - Butter & Egg Days event applications, sponsorship packets, and Argus-Courier parade schedule advertising packets were distributed and are available on PDA website.
 - Petaluma Visitor Magazine media kits listing opportunities for businesses to advertise and be showcased in the 2023 magazine were distributed and are available on PDA / PVP websites.
- **GRAFFITI TALK – JONNY HIRSCHMUGL**
 - Jonny broke down the different kinds of graffiti – tagging (bored kids), artistic (people who need/want a canvas, gang related).
 - The consensus is that we are experiencing mostly tagging.
 - Brainstorm about how we can offer “outside the box” ideas to minimize (ie: partnerships with Phoenix or other org).
 - Budget: Nancy would like to know what BID has been spending on abatement in previous years
 - Jonny would like to work with Rebuild Petaluma to create initiatives.
 - Jonny volunteered to create a short video to live on the city website, instructing property owners how to clean it up on their buildings.
- **CURRENT INITIATIVE UPDATES**
 - **Pedestals / Historical Signs** (Karla) – no update
 - **Utility Box Art** (Lorraine, Elizabeth) – no update
 - **Downtown Planters** (Estuary, Jupiter, Seed Bank) – no update
 - **Wayfinding** (Elizabeth) – no update
 - **Graffiti** (Danielle) – See update above

- **2023 UPCOMING EVENTS**

- **Butter & Egg Days Parade and Festival Opening Ceremonies – 4/15** The Butter & Egg Days Parade and Festival Opening Ceremonies – held the weekend before the event – will honor the 2023 Grand Marshall, Good, Egg, and kick off History Week and Butter & Egg Days.
- **Butter & Egg Days Parade and Festival – 4/22** The Butter & Egg Days Parade and Festival will celebrate it's 40th year, and celebrate Earth Day. Volunteers are needed.
- **Petaluma Spring Antique Faire – 4/30** The Spring Antique Faire will be held the weekend after Butter & Egg Days event as a trial / per the majority vote of downtown merchants.
- **Summer Sidewalk Sale – Summer, dates TBD** A survey is being conducted to determine what time of year the downtown merchants would like to have the Summer Sidewalk Sale (historically held at the end of July).
- **Arts Alive – 3rd Thursday of every month** Arts Alive events are an integration of the arts community and downtown Petaluma businesses. Interested businesses and artists may apply through the PDA website. A list of artists to pair with businesses is being created.

- **OTHER:**

- The City is hopeful next year's (end of 2024) budget will allow for updates to downtown streetlights / additional decorative lighting (PDA / BID will be approached for input).
- Danielle/PDA to create a survey for merchants to weigh in on initiatives they would like to spend time/money on
- Nancy proposed that BID members manage the security route for the security company and hold them accountable – provide administrative relief for Marie

- **MEETING ADJOURNED:** 6:36pm

- **NEXT MEETING:** **Tuesday, April 18, 2023 – 5:30 pm**
Keller Street CoWork