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 (Kelle 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 its 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