

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: Elisa Seppa (Admin, Event, Coms Coord)

City Staff: Nancy Sands (Economic Development Analyst), Ingrid Alverde (Economic Development Manager), Jessie Gooch (Finance Director), Drake Cunningham (RTP - Graffiti Abatement)

Merchants: April Frederick (Estuary), Naomi Crawford (Lunchette)

Speaker: Tom Adams (Avenu Insights & Analytics)

CALL TO ORDER The meeting was called to order at 8:37am.

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)

CITY UPDATE – DOWNTOWN SALES TAX – TOM ADAMS (AVENU INSIGHTS & ANALYTICS)

- City’s sales tax analysis consultant from Avenu Insights & Analytics Tom Adams provided a Q4 2023 sales tax update and discussion about sales tax generated downtown. **Presentation attached.**
- City revenue sources ~ sales tax, property tax, business license tax, transient occupancy tax, fees for services. City receives 1% of total annual sales tax.
- Avenu Insights assists City staff in tracking sales tax and provides the city quarterly reports. The city uses the data to project budget revenue for the future, make informed policy changes, etc.
- Annual local business sales tax drivers ~ transportation 31%, food 25%, retail 21%, construction 12%, business to business 10%, misc 1%.
- Retail is now coming back / trending toward the new normal of expected annual growth after the downward trend prior to and during Covid.
- Covid accelerated growth of online retail trends. 80% local sales tax, 20% outside state. The city receives funds for POS transactions within the State. Sales tax for third-party warehouse operations, orders, etc goes to those locations. This is a big topic re: equitability when sales are locally based.
- City Staff will look at distributing sales tax information to businesses more regularly (quarterly reviews to PDA for distribution, economic development framework, etc).
- City may not regulate private property or incentivize property owners, but can look at where to invest funds, etc. City to provide information for property owner meetings (zoning, diversification, etc).
- City to provide report for road diet (Nancy to connect Jeff Mayne x Tom Adams).
- City to review possibility of giveback through sales tax.
- Discussion of how to draw in new businesses (unique attributes, mix of vibrancy of downtown, community pride, etc) / importance over than generating high sales tax. Future meeting discussions regarding deterrents (rent, etc).

REVIEW BID GOALS

Downtown Cleanup Day – Successful event with participation from the BID, City, Downtown Streets Team, Rebuilding Together Petaluma, PDA, businesses, public. Look at having more frequently (quarterly?). Look at options to make it more effective and the best way to encourage business owners to take ownership / responsibility. Clarity re: responsibilities of business owners vs property owner’s vs City (inside building, outside building, sidewalks, streets, etc).

BID Block Captain Meeting / Mixer – Discussion of how to encourage attendance, participation, support, availability. Research multiple means of communication to BID (ie: social media, texts, online portal on website, etc).

BID Merchant Mixer - Gathering still on the docket ~ need to confirm parameters.

BID MARKETING

Maritime Shopping Passport Program – Debuted this weekend with the Sausalito / Vallejo Yacht Clubs. Introduced to all bay area yacht clubs / all expressed interest. Businesses invited to participate.

OTHER

- June is bike month and buses are free. Businesses encouraged to support / promote in storefronts.

MEETING ADJOURNED The meeting was adjourned at 9:41am.

NEXT MEETING **Tuesday, May 21 (Location TBD)**