

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), April Frederick (Estuary), Katie Lafranchi (Hank’s), Eric Lafranchi (Taps)

Merchants: Rob Mirante (Refill Mercantile), Nicki Upson (Goblin Brothers), Naomi Crawford (Lunchette), Ashley Harris (Petaluma Coffee), Mandy Podesta (The Hunter & the Bird), Chelsea Marshburn (Hollingsworth Jewelers Gallery), Joey Reed (Redwood NECA), Margo Gallagher (VIBE Gallery), Samantha Robert (Ceto Home), Damien Corney (Avinage), Joanie Claussen (i Leoni), Forrest Middleton (Petaluma Pottery / FLM Ceramics), Tiffany Scerri (Mockingbird Heights Salon), June Ghiglioli (Mama’s Biscotti)

CALL TO ORDER: The meeting was called to order at 9:08 am.

INTRODUCTIONS MADE

DISTRIBUTION OF PREVIOUS MEETING MINUTES

UPDATE ON BID FINANCIALS / BILLING

- BID funds are distributed across 4 categories – security (27%), marketing (23%), beautification (30%), administration (20%).

As of 6.30.2023

- 581 businesses billed
- 389 businesses paid
- 192 businesses unpaid
- \$52,478 collected (down 9.5% over 2022)

NEWS

- Graffiti abatement program update – Drake Cunningham (Rebuilding Together Petaluma) will attend Aug meeting to give details.
- Police coverage downtown – Police department is working on adding an officer in the downtown to be stationed/walking during the day.
- Power washing – the city has asked that when the power washing is done in the garage it gets extended to the alley as well.

CHANGES

Starting with the August 2023 meeting, we will have 1 of 1.5 hour meeting/month to include marketing focused ideas (changed from 2 meetings, to 1 hour ea)

MARKETING

- Establish block leaders for more streamlined communication.
- Groups broken up according to the areas and block leaders assigned –
 - Warehouse: Forrest Middleton (Petaluma Pottery, FLC Ceramics) / Ashley Harris (Petaluma Coffee & Tea)
 - Theatre: Katie Lafranchi (Hank’s)
 - Landmark: Margo Gallagher (VIBE Gallery) / Chelsea Marshburn (Hollingsworth Jewelers and Gallery)
 - River Plaza: Eric Lafranchi (Taps)
 - Mill: Dan Bleakney-Formby (Jupiter Foods) / Tiffany Scerri (Mockingbird Heights)
 - West Pet Blvd / East Kentucky: Joanie Claussen (i Leoni)
 - West Kentucky to Howard: Danielle Stroble (Keller Street CoWork)

- Review ideas from last month's meeting
- Discuss upcoming events, marketing ideas/thoughts
 - Request PDA publish full year of events at the beginning of the year
 - Request PDA publish full list of event participants
 - "Bulletin Board" for merchants to publish their announcements/events
 - Begin using the following SM hashtags: #lovepetaluma, #petalumasidewalksale
 - How can we notify/amplify each other with announcements, etc?
 - Add QR codes to event signage (opportunities?)
 - Participate/collaborate in Arts Alive monthly!
 - Sonoma County Tourism – opportunities for Petaluma to be a great example for the "green" initiatives. How can we amplify this with our participation? (Naomi from Lunchette has offered to speak on the topic of Green Business at a future BID meeting)

TO DO

- Use social media hashtags
- Update the contact sheet with up to date contact/social media info
- [Join](#) the Petaluma Downtown Association to stay informed and take advantage of the membership benefits

CLOSING

- Follow ups will come via email to attendees
- Thank you Eric and Katie Lafranchi for hosting this month's BID meeting at Hank's
- Meeting adjourned at 10:16 am

2023 UPCOMING EVENTS

- [Summer Sidewalk Sale – Fri-Sat, 7/27-29](#)
 - [Fall Antique Faire – Sun, Sept 24](#)
 - [Trick or Treat Trail – Tues, Oct 31](#)
 - [Small Business Saturday – Sat, Nov 25](#)
 - [Santa's Riverboat Arrival – Sat, Nov 25](#)
 - [Holiday Open House/Marketplace – TBD](#)
 - Theatre Square Tree Lighting – TBD
 - Lighted Boat Parade – TBD (tide dependent)
 - 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.
- **MEETING ADJOURNED:** 10:16 am
 - **NEXT MEETING:** **Tuesday, Aug 15, 2023 – 8:30 am**