

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), Katie Lafranchi (Hank's)
PDA Staff: Elisa Seppa (Admin, Event, Coms Coord)
City Staff: Nancy Sands (Economic Development Analyst) , PPD Lieutenants Parnow & Rivera
Guest Speaker: Onna Young (Sonoma Small Business Center (SBDC))
Merchants: Garry Brooks (Brooks Note Winery), Rachel User (Usher Gallery), Nicky Upson (Goblin Bros), Juliana Reed (Redwood Empire NECA), Alethea Bermudes (Della Fattoria), Naomi Crawford (Lunchette), April Frederick (Estuary), Mandy Podesta (Hunter & the Bird), Alethea Bermudes (Della Fattoria), Terry Kosewic (Kozy Homes)

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 (AS OF 7.2024)** – 580 businesses billed, 406 paid, 174 unpaid, \$48,361 collected

GUEST SPEAKER – ONNA YOUNG, DIRECTOR OF SONOMA SBDC

- Statewide, the Small Business Center (SBDC) has brought in \$2.3 billion / assisted in increasing revenue in Sonoma County by \$43 million. Ona Young, Director of SBDC, presented tools to make businesses more profitable.
- Service-based businesses should look toward referrals as the most important form of promotion. In person referrals reflect online, which is the main draw of future customers. The internet is a representation of physical lives (gather, share information, referrals). Explore best method of communicating (YouTube, Pinterest, Twitter, text message marketing, blogs, Answerthepublic.com), and communication style (view communication on blogs as conversation with friends).
- Book references: Marketing in Rebellion; Influence the Psychology of Persuasion. Ultimately dealing with human behavior change perspective of marketing approach; value of human touch that makes a person remember and want to share. Small steps toward achievable goals.
- SBDC website: sonomasbbc.org. Free platform for businesses to gain access to advisors and workshops. Can assist in every area / stage of business (trade, trademarks, refresh business plans, marketing, beginning > advanced).

CITY UPDATE – GRAFFITI / VANDALISM (LIEUTENANTS PARNOW/RIVERA)

Patrols, internal camera systems, and officer presence have been increased to try to mitigate graffiti and vandalism downtown. Not gang related; more difficult to track down individuals. Rebuilding Together Petaluma (RTP) is working on abatement. Businesses asked to file reports on cityofpetaluma.org or nonemergency line 707.778.4372. If hate related, call immediately and document if possible / safe. Merchants are asked to report anything; PPD will determine need. Merchants may register security cameras with PPD or use FLOCK camera system. Streamlined/efficient method of communication for PPD; no access or monitoring. Parking enforcement is off at 5p; district officers tasked with parking / checking after hours. Quality of life issues on Water Street are being addressed. PPD checking with Gale's security team re: their customers utilizing the bench areas. Kentucky street calls have gone down dramatically from public safety perspective. Deterrent factor of businesses communicating with PPD to bring attention / eyes & ears so PPD can address.

CITY UPDATE – ALL (NANCY SANDS)

- Parklet Program – city council held a workshop and gained feedback from the community. Feedback overall is majority want parklets, but smaller, shared community spaces, activated for community vs individual businesses, designed well/interesting but not cookie cutter. Community development staff working on guidelines and researching how to implement. Plan to present proposal to council in Fall.

- Transit – Faire free program / microtransit shuttle (2-3mi radius around downtown) to be launched mid-August. Park elsewhere / shuttle downtown to alleviate strain of parking. Maria Arce will be visiting downtown businesses to discuss / how to use the app etc.
- Bike racks – installed downtown. City PPW / Community involved in decision/input.
- Turning Basin – Dock replacement project started in 2022 close to being complete / estimated end of August. Pile driving is completed so should abate noise (less than a month). Dredging to occur directly after by Army Corps, starting with the turning basin. On 4-year cycle going forward.
- Hotel Project – Development environmental impact report in process. Presentation scheduled to begin at public council meetings in September (historical, planning, council in October). Overlay tbd.
- City of Petaluma Podcast available online. Get to know the City staff, perspectives, behind the scenes of city projects, etc.
- City Events – City now running Fairgrounds, successfully hosted the Sonoma County Fair with Fair group; Rivertown Revival July 19/20; Petaluma Music Festival July 27; plan to create connection between shuttle, marketing to shop downtown; integrate FG event rental with BID/PDA business; Sidewalk Sale August 1-4; Water Street Beer Festival September; Antique Faire September 29.
- Community Updates – biweekly / anything else of importance – cityofpetaluma.org/subscribe.

B2B REFERRAL CARDS – Cards produced and distributed to all businesses downtown. Extras available at Petaluma Downtown Association office.

BID COMMUNICATION PLATFORM – QR code with link to confirm best method of communication distributed via email and hard copy to all businesses downtown.

NEXT MEETING – **Tuesday, August 20, 2024 ~ Della Fattoria**