

**2023 BID Advisory & Marketing
Meeting Agenda**

**City Council Chambers – City Hall
11 English Street**

Tuesday, August 15, 8:30 - 10:00 am

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"

1. Introductions
2. What is BID and why we appreciate your input (Danielle)
3. Update on BID billing & BID budget (Danielle)
4. Graffiti Abatement Program Overview (Drake Cunningham – Rebuilding Together Petaluma)
5. Update on BID Marketing (April)
6. City Investment in Downtown (Nancy Sands – City of Petaluma)
 - CIP Projects for 23-24
 - Parklet Program
 - Upcoming Projects
 - Dock Replacement
 - Minimum Wage Announcement
7. 2023 Upcoming Events
 - 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 – Sat, Dec 2](#)
 - Theatre Square Tree Lighting – Sat, Dec 2
 - Lighted Boat Parade – Sat, Dec 9
 - 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.

Next Meeting: Tuesday, 9/19, 8:30 am