

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)

PDA Staff: Marie McCusker (Executive Director), Elisa Seppa (Admin, Event, Coms Coord)

Merchants: Leah Mendelson (Organic Erotic), Eric Lafranchi (Taps / Hank's), Katherine Bergin (J Devereux Beauty), Dawna Mirante (Refill Mercantile), Kim Wheeler (Sugo Trattoria), Garrett & Mandy Podesta (The Hunter & the Bird / Chick City), Rachael Usher (Usher Gallery), Faith Parker (Boho Bungalow), Terry Kosewic (Kozy Homes), Garry Brooks (Brooks Note Winery), Andy Eber (citizen invited by Brooks Note)

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 12.31.2024) – 580 businesses billed, 425 paid, 155 unpaid, \$55,017 collected

ENGAGING BUSINESSES ON NORTH & SOUTH PETALUMA BLVD – LEAH ORGANIC

- Marketing – Ways to encourage more shopping, stay open later (cost / benefit of overhead margins). Advertise areas / districts of downtown.
- Arts Alive – How to encourage engagement / participation, connect with artisans, live music, more visual presence, visible art, city lighting, review moving to First Fridays to utilize national marketing.
- Retail Happy Hour – Restructure the pilot program into First Fridays. Leah to lead (graphics, distribute flyers to businesses, expectations, commitment); PDA to support (invites to all businesses, landing page, Facebook page, calendar in same structure as Arts Alive, BID funds for marketing).
- Parking Landing Page – Create a parking landing page for businesses to use on their websites (PDA?).
- City Engagement – Consistency with permitting; coordination with LumaGo (groups park external, walk or take collective transit).
- B2B Collaborations – Connect businesses (winery/food in retail store, wine walks).

B2B ENGAGEMENT IDEAS & CARDS Distributed. Look at extending the map.

MARKETING ON THE BACK OF EVENTS Handout distributed. Discussion re: benefits of long-term visibility vs immediate at events. Discussion to continue at April meeting.

2025 PDA AGM Wednesday, March 12. All encouraged to attend and vote for the PDA Board.

2025 DOWNTOWN CLEANUP DAY

- Tuesday, March 18 in lieu of March BID meeting.
- PDA / RTP Works / City / Merchants participating.
- PDA coordinating, sending invite, providing supplies.
- RTP Works now running graffiti abatement, street cleanup.

NEXT MEETING – Tuesday, April 15, 2025 ~ Brooks Note