

BID Advisory Meeting Minutes

11.19.2024

Usher Gallery

8:36am – 9:50am

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: Elisa Seppa (Admin, Event, Coms Coord)
City Staff: Drake Cunningham (RTP / City Graffiti Removal), Nancy Sands (Economic Development)
Merchants: Mandy Podesta (Hunter & the Bird), Garrett Podesta (Chick City Goods), Jazmine Laicker (Shuckery / Luma), Naomi Crawford (Lunchette), Juliana Reed (Redwood Empire NECA), Katherine Bergin (J Devereux Beauty), Dawna Mirante (Refill Mercantile), Kim Wheeler (Sugo Trattoria), Rachel User (Usher Gallery)

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 9.30.2024) – 580 businesses billed, 412 paid, 168 unpaid, \$49,881 collected

OPEN NETWORKING DISCUSSION

Estuary – Handpicked goods. Customers seeking sustainable gifts. Setting up a holiday tree in storefront window to showcase local businesses collaborating; all welcome to bring a branded box.

Lunchette – Foods that support local growers, farms, restaurants. Customers willing to pay slightly more for this connection. Goal of finding ways for more B2B collaboration.

J Devereaux – Thoughtfully sourced, sustainable products. Goal of making people feel good in their own skin. Customers willing to pay for quality, self-care, thoughtful gifts. Promotion through word of mouth, online. Interest in collaborations with other businesses for events, mix clientele, sustainable promotion.

Refill Mercantile – Sustainable, refillable options for everyday products. Clients are willing to take extra steps to avoid plastics / waste.

Hunter & Bird – Kids clothing, toys, products. Focus of local, families, tourists.

Chick City Goods – Petaluma swag for local community & visitors. Collaborations with local businesses, schools, city. Offers original artwork with in-house designer & local artists. Goal of more collaborations. Idea of creating a limited series map with all downtown businesses – ‘Community Over Convenience.’

Usher Gallery – Local, handmade artisans. Engagement through music, art, readings, classes, events, education. Interest in ongoing hosting / collaborations, assistance, marketing.

Sugo – Showcase of quality, consistent food, specials, flexible space for events. Interested in expanding & growing client base; collaborations between businesses (ie: bottom of receipt offering reciprocal discounts); deals on specific days to bump up business (Th/Su/lunch).

Schuckery / Luma – Just opened private event / party space in Luma – new marketing push (Shuckery has less flexibility as Hotel Petaluma is now under Hilton). Interest in collaborations.

Redwood Empire NECA – Nonprofit trade association representing local union electrical contractors. Niche marketing as not open to public. Family connection to Rosewood Events & wedding venue in Marin. Interested in collaborating with local businesses as they bring in many outside clients.

OTHER

Small Business Saturday (Nov 30) – All merchants encouraged to participate with incentives in the swag bags that will be handed out at Santa’s Riverboat Arrival event to promote shopping downtown.

B2B Referral Cards – Extra cards were distributed; also available at PDA office.

Holiday Passport (Dec 17-Jan 5) – Universal discount is difficult for some – possibly no discount and just offer awards to encourage participation by all businesses in future?

Year-Round Passport Programs – Look at passport programs showcasing similar businesses (ie: restaurants, salons).

PDA Membership Benefits – Merchants encouraged to utilize as marketing resource, eblasts, social, etc. Request for PDA to showcase different types of businesses (ie: restaurants, salons). PDA to connect with Redwood NECA re: platform for BID members.

Craft Cocktail Week – Coordinated by Barber Cellars. Look at possible collaboration / backing from BID.

Yiftee Gift Card Program – Positive concept for merchants, but not able to realize funds as with direct gift certificates. In the past 3 years, over \$100k was spent on Petaluma Yiftee gift cards. Value in amplifying collective efforts; alternate means of promotion.

Downtown Events – Discussion of focuses – experiences over discounts, personal recommendations, connections. Night out / experience with multiple businesses, Popups that align, similar clientele, special showcases (wine tasting with art gallery, local food purveyor showcased at restaurant). Collaborations, cross promotions (ie: shop before you dine).

BID COMMUNICATION METHOD – Businesses asked to confirm preferred method of communication via link on meeting invites and website. Cell number & carrier for text messaging required.

NEXT MEETING – Tuesday, December 17, 2024 ~ Luma Bar & Eatery