

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)
City Staff: Nancy Sands (Economic Development Analyst) Drake Cunningham (RTP - Graffiti Abatement)
Merchants: Kim Wheeler (Sugo Trattoria), Damien Carney (Avinage), Rachel Usher (Usher Gallery), Rayne Madison (Usher Gallery), Mandy Podesta (The Hunter & the Bird), Rob Mirante (Refill Mercantile), Samantha Robert (Ceto Home)

CALL TO ORDER The meeting was called to order at 8:35am.

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** – Final billing for 2023 - 576 businesses billed, 438 paid, 138 unpaid, \$57,302 collected (down 1.2% from 2022) 2024 billing sent out January 2024 to 563 businesses

BID MERCHANT MIXER – PLANNING

Monday or Tuesday evening in March, Taps or Keller to host, more information to follow.

BID SECURITY

BID funded downtown security patrol is under review as the cost has gone over budget. More cost effective options are being explored.

DOWNTOWN CLEANUP DAY

Downtown Cleanup Day confirmed for March 19, 8am-10am. Will be held instead of the March BID meeting. Signup to follow via email. BID / City / Downtown Streets Team / Rebuilding Together Petaluma will lead. Focus on planters, stickers, graffiti, tree wells. Determine city goals before / after (removing unused signs, wayfinding, paint black poles). Need all hands-on deck!

CITY UPDATES – NANCY SANDS (ECONOMIC DEVELOPMENT ANALYST)

- City has a new finance director (Jessie Gooch).
- City / PDA are working on a business and property owner list for central means of contact.
- NS to research if a lien could be placed on business licenses to collect BID funds.
- City to provide more information / onboarding packet for new businesses (what is BID, contacts, etc).
- City Transit is going fare free. Pilot micro transit program to be implemented in June encouraging parking outside of downtown or not driving. People may call and schedule. No time restriction and some designated parking spaces. Longevity will be determined by use. Transit will discuss at the PDA AGM on March 6.
- Downtown Parklet Program was started during covid as an effort to assist businesses. The program will be revisited starting with a survey for business and community input (likely in April).
- A parking study will take place in early Summer. Regional Transit will hire an external company.
- City to provide sales tax data at the PDA AGM.
- The Small Business Development Center is a free resource available for businesses (review books, ideas, check in). cityofpetaluma.org/business-resources
- Businesses encouraged to sign up for city update emails. cityofpetaluma.org/subscribe
- The City funded graffiti program led by Rebuilding Together Petaluma (RTP) has been successful. RTP to contact property owners directly and businesses may contact them as needed. drake@rtpetaluma.org

BID MARKETING

Maritime Shopping Passport Program – Goal of 15 businesses / \$50 buy in for the year. Everyone on each boat will receive a passport. Approx 30-40 boats expected for Memorial Day cruise in. Yacht Club may integrate a poker run / participating businesses will distribute the cards. The Yacht Club will donate a bottle of wine and hole punches, PDA a \$50 gift card for winners.

OTHER

- PDA to email map of BID block captain zones and contacts to BID member list.
- PDA looking at funding / grants for Arts Alive to be the hub for activating arts downtown (ideas include interactive art (such as Napa), river art, additional art programs).
- PDA to email survey about the temperature of the economy to businesses for input and ideas (ie: set days for businesses to be open later, highway billboard advertising for downtown, etc).
- EKN hotel developers are conducting an environmental study (results in May). PDA distributed surveys last year which showed approx 62% of businesses in favor of a hotel. PDA is in favor of the hotel so long as the balance of esthetic / historical relevance of downtown is retained (accepting it as natural growth and foreseeing the benefits of a luxury hotel for tourism).

MEETING ADJOURNED The meeting was adjourned at 9:45am.

NEXT MEETING **Tuesday, March 19 will be replaced with the Downtown Cleanup Day ~ 8a-10a (Downtown)**

Next in-person meeting: Tuesday, April 16 (City Hall)