

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: Karla Schikore, Danielle Stroble, Jim Balshaw, Elizabeth Clary, Lorraine Barber, Ellyn Mavalwalla, Paul Demil
PDA Staff: Elisa Seppa, Mary Roualdes (PVP)
City Staff: N/A
Guests: N/A
Merchants: April Fredrick (Estuary), Billy Pierret (The Shuckery / Luma Bar and Eatery), Dan Bleakney-Formby (Jupiter Foods)

- **CALL TO ORDER**: Karla / Danielle called the meeting to order at 8:45am.

- **INTRODUCTIONS MADE**

- **REMINDER OF THE ROLE OF BID / ADVISORY COMMITTEE**
 - The BID Advisory Committee’s role is to assist in determining dispersal of BID funds within each category (Security, Marketing, Beautification, Administration) and report to the PDA board for approval / implementation of goals.
 - The goal of this meeting was to regroup and reassign roles and initiatives to dig deeper in subsequent meetings.
 - Slides were presented showing the roles of BID, PDA, PVP, PLA (attached in minutes).

- **UPDATE ON BID BILLING / BID BUDGET / UPDATED LIST FOR 2022 – KARLA**
 - Slides were presented showing how BID funds are distributed (Security, Marketing, Beautification, Administration) (attached in minutes).
 - There are currently 609 Businesses in the BID (down from 694 in 2020).
 - \$58k has been collected to date (432 businesses have paid, the remaining 177 have been sent notices).
 - New processes for online payment are being implemented.
 - The highest amount collected by the BID was just under \$76k.
 - BID dues are not required from new businesses in the first calendar year they are open.
 - The 2023 BID expenditures need to be finalized to bring to City Council in January.

- **RECOLLECTION OF PREVIOUS INITIATIVES / STATUS / REASSIGNMENTS**
 - **Holiday Decorations Downtown** (Karla) – Available BID funds for 2022 have allowed the addition of 10 red ‘Joy’ street pole banners and 4 ‘Welcome’ street pole banners. There are approx 50 street poles. The BID is working with the City to remedy electrical issues on all street poles and integrate more lighting / signage as funding allows in the future.
 - **Pedestals / Historical Signs** (Karla) – Available BID funds have allowed the addition of two new pedestals located in front of the Museum and the Mill.
 - **Utility Box Art** (Lorraine) – Maximum BID funds budgeted are \$1k per box. Ryan Johnson has not yet completed the utility box project he was paid to do (Lorraine / Marie to reach out). Need to confirm blanket permitting is permissible (Staff to confirm with Marie / the City). Plan to start with 4 artists previously proposed / budgeted at \$500/box. Going forward, plan to increase diversity of artist selected and formalize / simplify the implementation process.

- **Downtown Planters** (Greta Youngblood with Passeggiata has been lead / created a map, Estuary, Jupiter, Seed Bank to assist with the project going forward) – There are approx 50 egg-shaped concrete planters throughout downtown Petaluma. Planters must be maintained by the downtown businesses as the City will not be responsible for any upkeep. Plan to update map and confirm planters are in locations where businesses are willing to take ownership / be responsible for upkeep. Plan to reach out to Downtown Streets Team and local master gardener groups for involvement / monitoring. Discussion of ideas included artificial plants, native/drought tolerant plants, hanging planters on light poles, adding plaques / info on the planters.
- **2023 UPCOMING EVENTS:**
 - **Trick or Treat Trail – 10/31**
 - **Santas’ Riverboat Arrival – 11/26**
 - **Small Business Saturday – 11/26**
 - **Holiday Open House / Kentucky Street Marketplace – 12/3**
 - **Lighted Boat Parade – 12/10**
- **OTHER:**
 - The City distributes a ‘Tool Kit’ to new businesses. Danielle to find out what is included, how it is distributed, add breakdown of roles (BID, PDA, PVP, PLA), add link to PDA/BID website.
 - Discussion about adding interactive maps / walking guides downtown. Information could be centralized / hosted by the Visitor’s Center and on the Visit Petaluma website. Integration of street art, art installations, historical elements, places of interest, movie filming locations, etc.
 - Idea of having painted chickens to integrate local art / community (as Santa Rosa has Charlie Brown Figures or Chicago’s CowParade sculptures) was brought up for future discussion.
 - Discussion on quantifying how downtown merchants are impacted by events that occur downtown / street closures.
 - Discussion regarding eateries on Water Street / whether they will return after the winter.
 - The PDA Board will have three openings coming up in 2023. Merchants were welcomed to join or nominate someone they feel would be beneficial / help provide equal representation of businesses in Downtown Petaluma.
- **MEETING ADJOURNED:** 10:01am
- **NEXT MEETING:** **Tuesday, November 15, 2022**
(Location and time TBD, likely Keller CoWork / evening meeting time)