

**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: Danielle Stroble (Keller Street CoWork)

PDA Staff:

City Staff: Nancy Sands (Economic Development Analyst),

Guests:

Merchants: Dan & Michele Roe (Roe & Co), Alethea Bermudes (Della Fattoria)

- **CALL TO ORDER**: The meeting was called to order at 5:35pm.
- **INTRODUCTIONS MADE**
- **DISTRIBUTION OF PREVIOUS MEETING MINUTES**
- **UPDATE ON BID FINANCIALS / BILLING**
  - BID funds are distributed across 4 categories – security (27%), marketing (23%), beautification (30%), administration (20%).

**As of 3.31.2022**

- 587 businesses billed
- 349 businesses paid
- 238 businesses unpaid
- \$43,673 collected (down 24.7% over 2022)
- **DOWNTOWN EVENTS / MERCHANT MARKETING OPPORTUNITIES**
  - Merchants are offered options to participate in PDA produced events throughout the year with discounted rates on booth spaces, parade entries, &/or sponsorship opportunities.
  - Butter & Egg Days merchant participation opportunities:
    - o Button Sales
    - o Info Booth (Kentucky Street) Spin the Wheel
    - o Volunteer for the thank you party
- **ASSESSMENT DISCUSSION**
  - Seems there is a collection problem. Why, in April, are the assessments not paid yet? What is our collection process? Is there a penalty for not paying?
  - NS: Who (BID member) can coordinate with city office and Mungle and Assoc to update contact info?
  - Can we create an outline for better understanding of the assessments and what we pay for?
  - **CURRENT INITIATIVE UPDATES**
    - **Pedestals / Historical Signs** (Karla) – no update
    - **Utility Box Art** (Lorraine, Elizabeth) – no update
    - **Downtown Planters** (Estuary, Jupiter, Seed Bank) – no update
    - **Wayfinding** (Elizabeth) – no update
    - **Graffiti** (Danielle) – N. Sands will connect Jonny H. & Drake C to discuss ideas and proposal to city

- **2023 UPCOMING EVENTS**

- **Butter & Egg Days Parade and Festival Opening Ceremonies – 4/15** The Butter & Egg Days Parade and Festival Opening Ceremonies – held the weekend before the event – will honor the 2023 Grand Marshall, Good, Egg, and kick off History Week and Butter & Egg Days.
- **Butter & Egg Days Parade and Festival – 4/22** The Butter & Egg Days Parade and Festival will celebrate it's 40<sup>th</sup> year, and celebrate Earth Day. Volunteers are needed.
- **Petaluma Spring Antique Faire – 4/30** The Spring Antique Faire will be held the weekend after Butter & Egg Days event as a trial / per the majority vote of downtown merchants.
- **Summer Sidewalk Sale – Summer, dates TBD** A survey is being conducted to determine what time of year the downtown merchants would like to have the Summer Sidewalk Sale (historically held at the end of July).
- **Arts Alive – 3<sup>rd</sup> 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.

- **OTHER:**

- The City is hopeful next year's (end of 2024) budget will allow for updates to downtown streetlights / additional decorative lighting (PDA / BID will be approached for input).
- Danielle/PDA to create a survey for merchants to weigh in on initiatives they would like to spend time/money on (A. Bermudes volunteered to execute this task)
- Nancy proposed that BID members manage the security route for the security company and hold them accountable – provide administrative relief for Marie
- Budget updates for merchants (qtrly) – where is the money being allocated/spent

- **MEETING ADJOURNED:** 6:42 pm

- **NEXT MEETING:** **Tuesday, May 16, 2023 – 8:30 am**  
Keller Street CoWork