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 40th 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 – 3rd 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