

2023 BID Advisory Meeting Agenda

Keller Street CoWork
140 Keller Street

TUESDAY, February 21, 5:30 - 6:30 pm

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"

1. Introductions of new attendees (if applicable)
2. Distribution of Jan 17 meeting minutes
3. Update on BID billing / BID budget / updated list
4. Butter & Egg Days Parade and Festival sponsorship / marketing ideas for merchants
5. Introduction to Lt Garrett Glaviano - Field Services Division, Petaluma Police Dept
6. Current initiative updates
 - a. Pedestals/ Historical Signs – Karla Schikore
 - b. Utility Box Art – Lorraine Barber
 - c. Wayfinding ideas – Elizabeth Clary
 - d. Graffiti clean-up topic intro – Danielle Stroble (w/ Jonny Hirschmugl)
7. 2023 Upcoming Events
 - a. Arts Alive – 3/16
 - b. Butter & Egg Days Opening Ceremonies – 4/15
 - c. Butter & Egg Days Parade and Festival – 4/22
 - d. Spring Antique Faire – 4/30
8. Next Meeting:
Tuesday – 3/21, 8:30 am