

**2023 BID Advisory & Marketing
Meeting Agenda**

**Sugo Trattoria
5 Petaluma Blvd S.**

TUESDAY, September 19, 8:30 - 10:00 am

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**
- 2. What is BID and why we appreciate your input (Danielle)**
- 3. Update on BID billing & BID budget (Danielle)**
- 4. Updates from August Meeting**
- 5. BID Marketing – Work Session (April)**
 - a. Halloween - Activation for adults? Anything we want to do for this?
 - b. Small Business Saturday - Saturday after Thanksgiving - What to do to activate, stay open late - brainstorm ideas and action plan
 - c. Estuary window - Christmas tree / Menorah - Who wants to put gift bag under with your business branding including gift - raffle with \$ going to COTS. Will advertise all stores participating with a QR code that goes to a landing page on website
 - d. Holiday parking - what is needed - get information to City
 - e. Holiday activation for all areas of downtown.
- 6. 2023 Upcoming Events**
 - a. Fall Antique Faire – Sun, Sept 24
 - b. [Trick or Treat Trail – Tues, Oct 31](#)
 - c. [Small Business Saturday – Sat, Nov 25](#)
 - d. Santa's Riverboat Arrival – Sat, Nov 25
 - e. [Holiday Open House/Marketplace – Sat, Dec 2](#)
 - f. Theatre Square Tree Lighting – Sat, Dec 2
 - g. Lighted Boat Parade – Sat, Dec 9
 - h. 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.

Next Meeting: Tuesday – 10/17, 8:30 am