

***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: Jeff Mayne (Sonoma Equity Lending Corp)

PDA Staff: Elisa Seppa (Admin, Event, Coms Coord)

Merchants: Dawn McPhail (Century 21 Epic), Kirk Burg (Century 21 Epic), Steve Guenza (Century 21 Epic), Naomi Crawford (Lunchette), Rachael Usher (Usher Gallery), Katherine Bergin (J Devereux Beauty), Leah Mendelson (Organic Erotic), Juliana Reed (Redwood Empire NECA)

**INTRODUCTIONS / MISSION STATEMENT / REVIEW OF PREVIOUS MEETING MINUTES**

**BID FINANCIALS / BILLING**

- BID FUNDS – BID Funds are distributed across 4 categories – security (27%), marketing (23%), beautification (30%), administration (20%).
- BID BILLING (AS OF 5.31.2025) – 557 businesses billed, 395 paid, 162 unpaid, \$51,493 collected

**CENTURY 21 EPIC DOWNTOWN (EVENT MARKETING, PCA MERCHANT INTERVIEWS)**

- Dawn McPhail (Century 21 Realtor, Residential), Steve Guenza (Stanford Mortgage, Lendor), Rick Burg (Century 21 Broker, Commercial) run the new Century 21 downtown office / subleasing from Stanford Mortgage. The new location has been a good hub for connecting with public.
- Focus of synergy & energy of downtown for residential and commercial clients.
- Important to engage relationship between landlords / tenants; BID meetings are a good platform.
- Discussion of how to integrate / capitalize on the back of events (PDA marketing list on BID website, share successes of businesses, B2B collaborations).
- Merchant Marketing – Butter & Egg Days Parade and Festival
  - o Century 21 Epic Downtown – Had a very successful day at the event – engaged public via kid's activities (coloring pages, popcorn, jellybeans, picture board) and access to restrooms. Invited past clients, made many new contacts, created opportunities for future connections. Plan to build on for next year.
  - o Lunchette – Didn't participate in the event as closed on weekends.
  - o Organic Erotic – Had a booth at the event, sold small items, great exposure, covered booth cost, enjoyed interacting with public in a different way.

**2025 SIDEWALK SALE (JULY 31-AUGUST 3)**

Discussion on how to market, increase sales; B2B collaborations; share ideas for success (PDA Board committees to foster merchant connections, determine needs); capture interests with well laid out / curated inventory; additional engagement (chalk games leading into store, music, photo moments).

**BID MERCHANT SURVEY (ATTACHED)**

Postcard being distributed to advertise the July BID merchant mixer and merchant survey collecting contact methods, availability for meetings & mixers, show how the merchant community supports downtown / city (cash, time, social media, cross marketing, motivations). Findings to be presented at a City Council meeting & newspaper article.

**PROPOSED DOWNTOWN FLOWER BASKET PROJECT**

- Petaluma Women's Club (PWC) is proposing installation of downtown flower baskets. PWC offering to fund initial placement on Kentucky St from Western St to Washington St (eventually down 4<sup>th</sup> St to B St, phase 3 to extend down Petaluma Blvd). PWC requesting City / BID fund & manage going forward. Further discussion required re: ongoing maintenance, costs, responsibility.
- Request to look at native plants that are representative of the area and water efficient.
- Cool Business Collective would like to replace the plants in the egg planters downtown with native / water efficient plants for sustainability. Naomi to connect with PWC.
- ReLeaf program is planting trees downtown that won't harm the sidewalks, are native & endemic.

## HIGH DENSITY OVERLAY

- PDA Board to submit a letter to the editor in the Argus re: importance of a unified downtown, allow all to have a voice, civility, community, greater good, protect & support the downtown.
- Discussion of the need for tourism to support the downtown; businesses cannot sustain with only locals patrons; development is essential. Need for more community focus; sense of disconnect recognizing businesses are people with their own struggles.
- Discussion of how to distribute messaging and information to address community concerns, answer questions, more streamlined distribution of information (hotel, overlay, parking, updates and developments downtown) ~ anonymous polls; blogs; PCA (local channel, connect on YouTube, PDA, city websites); live / filmed townhalls. Focus must be on civil discourse; concern over polarization.
- Discussion of how to connect with missing groups (younger demographics, new homeowners).
- Petaluma Historical Alliance gathered over 7k signatures on the referendum to have City Council undo approval of downtown overlay or move to ballot for next year.
- Important to educate especially in the distinction between overlay and hotel.
- Powerful having voice of merchants, lending overarching voice of merchants collectively. Must be wary of pinning merchants against the consumers (defensive re: locals x affordability of tourism).
- Common denominator is a thriving downtown & maintaining its character.

## OTHER

- Cool Business Collective – New business alliance formed as a B2B resource (social connections, nature restoration, focus on thriving community). 50-60 businesses. [coolpetaluma.org/business](http://coolpetaluma.org/business)
- Organic Erotic – Moving out of Petaluma to focus on their other location in Harlem, NY. Looking for someone to take over lease (2 years remaining). Leah to send information to group.
- Some interest from the city to create a PBID, charge parking, need to have more conversations with businesses / weigh in
- Database – Discussion if there is value in a database of costs of running businesses to share knowledge (business industry / activity generically downtown, starting costs, lease terms, overview of processes). To discuss at next Property Owner Meeting.
- Turning Basin Dredging – City scheduling dredging for Fall 2025.

## NEXT MEETING TOPICS

- PCA TV – Downtown business interviews, meet your neighbors, short films
- BID Merchant Survey – Results
- Usher Gallery – Available to host September BID Meeting

**NEXT MEETING (DATE . LOCATION) – Tuesday, August 19 ~ Luma Bar & Eatery**

# PETALUMA BUSINESS IMPROVEMENT DISTRICT BUSINESS SURVEY

Hello Petaluma Downtown Business Owners ~

At our recent BID meetings, members expressed interest in exploring better ways to stay connected. We understand how busy you are and would greatly appreciate you taking a moment to let us know your preferred method of communication.

We also discussed the incredible generosity of our downtown businesses and the many ways you give back to the community. If you're willing to share information about your donations or contributions, we would love to gather that. We believe it's important to highlight the value our small, independent businesses bring to Petaluma and share that impact with the city and public.

Thank you for your time and for everything you do to support both our downtown and the wider community!

Best Regards,  
Petaluma Downtown Association Board of Directors

SURVEY AVAILABLE VIA QR CODE → OR  
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**Communication • Meeting Times**  
**• Merchant Mixers • Donations**  
**• Promotion • Marketing**



PETALUMA  
DOWNTOWN  
ASSOCIATION

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PETALUMADOWNTOWN.COM/BID

# **PETALUMA BUSINESS IMPROVEMENT DISTRICT MEETING SCHEDULE**

~ THIRD TUESDAY OF EACH MONTH ~

**July 15 • Avinage Wines**  
BID Merchant Mixer ~ 5:30p

**August 19 • Luma**  
Morning Meeting ~ 8:30a

**INTERESTED IN HOSTING A MEETING?**

EMAIL [ADMIN@PETALUMADOWNTOWN.COM](mailto:ADMIN@PETALUMADOWNTOWN.COM)