

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), Eric Lafranchi (Taps), Katie Lafranchi (Hanks), April Frederick (Estuary)
- PDA Staff:** Marie McCusker (Executive Director), Elisa Seppa (Admin, Event, Coms Coord)
- City Staff:** Nancy Sands (Economic Development Analyst), Sergeant Paul Gilman (PPD-Patrol Division)
- Merchants:** Kim Wheeler (Sugo Trattoria), Naomi Crawford (Lunchette), Damien Carney (Avinage), Rayne Madison (Usher Gallery), Mandy Podesta (The Hunter & the Bird), Rob Mirante (Refill Mercantile), Joey Reed (Redwood NECA)

CALL TO ORDER The meeting was called to order at 8:30am.

INTRODUCTIONS

BID FINANCIALS / BILLING

- **BID FUNDS** – BID Funds are distributed across 4 categories – security (27%), marketing (23%), beautification (30%), administration (20%).
- **BID BILLING (AS OF 12.31.2023)** – 576 businesses billed ~ 438 paid ~ 138 unpaid ~ \$57,302 collected (down 1.2% from 2022)

CITY UPDATES – NANCY SANDS (ECONOMIC DEVELOPMENT ANALYST)

- Merchants encouraged to sign up for monthly City community update ~ cityofpetaluma.org/subscribe.
- City and PDA working to align with the needs of the BID and focus on beautification.
- The graffiti program being led by Rebuilding Together Petaluma (RTP) has been successful thus far. RTP has implemented graffiti cleanup days weekly on Wednesdays and has a graffiti abatement kit available to businesses. (contact drake@rtpetaluma.org)
- City Engineer is working on fixing the tree wells downtown.
- City and PDA are looking at locations for a downtown public restroom.
- City received a grant to replace downtown trash receptacles (black metal on poles and concrete). Surveys were sent out to the business community for input on styles and locations.
- City is partnering with Sparkle, a company that provides reusable packaging, to help businesses move toward zero waste. (contact nsands@cityofpetaluma.org)
- Downtown Parklet Program will be revisited starting with a survey sent out (likely in April) for business and community input. Changes to be implemented in Summer 2025. The Program will be built into the city code so there will be an equitable process and fees ~ any business may apply. Gillian King-Bailey will be the lead. (gking-bailey@cityofpetaluma.org)
- A parking study will take place to obtain information from the city, businesses, and the community (study to begin once funds are received from the state). The study will help determine how to best enact the city’s climate action plan to decrease cars / emissions downtown.
- Options are being reviewed to designate temporary parking spaces for food delivery drivers.
- 10 additional ADA parking spaces will be created in 2024-25 as part of the city’s efforts to improve ADA accessibility (ADA parking is exempt from metered or timed parking).
- A new state law has been implemented allowing more space between crosswalks and earlier timing before lights turn green for better visibility of pedestrians crossing.
- City to distribute alternative parking suggestions to businesses for their employees and visitors (including City Hall / by post office).
- Businesses reported fees for the Keller Street parking garage have changed and were not publicized. Nancy Sands and Sergeant Paul Gilman will inquire and follow up with businesses and the public.
- Discussion regarding the possibility of partnerships with business owners and owners of vacant lots downtown for additional parking options. (contact nsands@cityofpetaluma.org)
- Sonoma County Economic Development Board is putting on Restaurant Week February 19-25. All restaurants are invited to participate as it is a free marketing opportunity and offers good publicity. (sonomacounty.com/restaurant-week)

- Climate Manager Rhianna Frank has left; Patrick Carter, Assistant to the City Manager, will be leading climate-related projects going forward. (pcarter@cityofpetaluma.org)
- Melissa Abercrombie is the city lead for public art. (mabercrombie@cityofpetaluma.org)
- Carissa Cooper is the city lead for homeless services. (ccooper@cityofpetaluma.org)
- The new city docks are scheduled to be installed in Summer 2024 pending environmental limitations. The turning basin will likely be shutdown for 2-3 weeks. The city will keep businesses / PDA informed well in advance.

PETALUMA POLICE DEPT UPDATES – SERGEANT PAUL GILMAN (PPD-PATROL DIVISION)

- Merchants encouraged to contact Sergeant Paul Gilman for issues downtown. (PGilman@cityofpetaluma.org)
- PPD had a meeting with the SAFE Team / Homefirst / DTST about roles and responsibilities. PPD is reviewing protocol of SAFE Team and including calling PPD if people refuse service.
- The goals of these City programs and PPD are to utilize available resources and house people rather than just move them around. PPD are mindful of people's needs as well as businesses. PPD / SAFE Team are mindful of weather and processes – they work with people being responsible / progressing vs those who are not or need additional help (mental health issues, unsafe living conditions, etc).
- There is one warming center in Petaluma (Mary Isaac Center) but no winter shelters (closest is in Santa Rosa). Socoemergency.org has a list of resources.
- The Supreme Court is looking at overturning Martin v Boise Case (limiting displacement). This would give PPD more leniency to mobilize people camping so long as there are adequate alternatives available.

DOWNTOWN CLEANUP DAY – (BID / CITY)

- A downtown cleanup day is tentatively scheduled for March 5.
- Plan will be coordinating cleaning, painting, and identifying needs of properties.
- Integrate with PDA / BID / DTST / Public Works / Businesses.
- Possibly focus on 1 designated location (Putnam Plaza?).
- Survey to follow; confirmation at the February BID meeting.
- BID will reach out to businesses to encourage cleanup of their properties even if not able to participate on the cleanup day (graffiti on dumpsters, etc).

BID MARKETING

Holiday Shopping Passport Program had 24 businesses sign up, however participation was minimal. Look at alternate ideas including a maritime specific discount option (to be distributed by Yacht Club), integration of Sonoma County Tourism app, integrating a passport with hotels (offer special discounts to hoteliers for partnerships), and other ways to reach visitors.

TIMELINES FOR MEETINGS – PROCESS

- Businesses may contact their block captains to recommend items they would like added to the monthly BID meeting agenda (by 1st week of the month to be included). List and map of block captains will be emailed.
- Block Captains will distribute monthly BID meeting agendas to businesses the 2nd week of each month.
- Businesses may contact Jeff Mayne if interested in hosting a BID meeting. (jmayne@sonomaequity.biz)
- Usher Gallery may host February meeting (will send confirmation this week).

BID MERCHANT MIXER – PLANNING

- Tentative date of February 25, 5:30pm.
- Location will be Hotel Petaluma or Keller Street CoWork.

OTHER

- Look into plein air painters by the river during Art & Garden Festival.
- Look into liability / City approval of having footprints or markers on the street (previously denied).
- Survey will be sent to determine which businesses are interested in benches / planters. Research is needed on how other Cities utilize benches, as well as a map of locations.
- Business Recommendation Cards will be distributed at the February BID meeting.

MEETING ADJOURNED The meeting was adjourned at 9:58am.

NEXT MEETING **Tuesday, February 20, 2024 ~ 8:30a (Location TBD)**