

***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)  
PDA Staff: Elisa Seppa (Admin, Event, Coms Coord)  
City Staff: Drake Cunningham (RTP / Graffiti Mitigation for City)  
Guest Speaker: Don Ross (Exit Strategies)  
Merchants: Rachel User (Usher Gallery), Juliana Reed (Redwood Empire NECA), Alethea Bermudes (Della Fattoria), Naomi Crawford (Lunchette), Mandy Podesta (Hunter & the Bird), Garret Podesta (Hunter & the Bird and Chick City Clothing), Jennifer Remmers-Wright (Blue Zones Project Petaluma)

**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 7.31.2024) – 580 businesses billed, 406 paid, 174 unpaid, \$48,361 collected

**GUEST SPEAKER – DON ROSS, EXIT STRATEGIES**

Per merchant's ask for more resources on how to become more profitable, a three-part series is taking place ~ SBDC presented at the August BID meeting, today's speaker is Don Ross with Exit Strategies, and the SBDC will have a follow up presentation of more tools and resources at the October meeting.

Don Ross created Exit Strategies 10 years ago, has consulted with hundreds of businesses, and assists with any area of a business (retirement, current running, etc).

He stresses the importance of valuation of a business and best practices. Focus of financials, opportunities, profit/loss balance sheet (strengths/liabilities), how to strategically strengthen a business.

**UPCOMING EVENTS** – Trick or Treat Trail will take place October 31. Last year many asks to take pictures of participating families. Sugo to host a family photo spot, PDA to add additional special locations / specials to event map. Businesses encouraged to participate with costumes for staff, etc. Additional holiday events being posted on PetalumaDowntown.com event calendar.

**NEXT MEETING** – Blue Zones to host and present at September Meeting.

**MEASURE J** – Speakers presented about Measure J. Supporters are trying to gather 30k signatures to be on the ballot under ruse of end animal cruelty, save family farms, etc, but nothing in the actual measure. This would collapse local economy, production, and tourism as would require importing products rather than utilizing local. Sonoma County has the highest set standards for animal husbandry and protection. The pro group is looking at setting precedence leading to no humans over animals. Sonoma County is their focus as the central valley has excessive money and lobbyists. Businesses asked to research, inform staff, promote voting and discussion. Unknown financing for people participating / they are misinformed. Amy's, Strauss, Clover, Cowgirl involved. Foodandfamilyfarms.com looking to rebuild family farm connections going forward, know farmer and where food comes from.

**MARITIME PASSPORT** – Successful so far. Look at a series of different passports restaurants, art, etc for future. Can be whatever the group wants it to be / up for discussion.

**BID COMMUNICATION PLATFORM** – QR code with link to confirm best method of communication distributed via email and hard copy to all businesses downtown.

**NEXT MEETING – Tuesday, September 17, 2024 ~ Blue Zones Project Petaluma**