

## 2022 BID Advisory Meeting Agenda

Keller Street CoWork  
140 Keller Street

**TUESDAY – November 15 – 5:30 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
2. Distribution of Oct 18 meeting minutes
3. Update on BID billing & BID budget & updated list for 2022 - KARLA
4. Toolkit (City of Petaluma) - DANIELLE
5. Current initiative updates
  - a. Pedestals/ Historical Signs - Karla
  - b. Utility Box Art:
    - i. Lorraine (PM)
    - ii. Marie (permits)
  - c. Downtown Planters – Greta/April?
  - d. Wayfinding ideas - Elizabeth
6. 2023 Upcoming Events (volunteers wanted?):
  - a. Arts Alive – 11/17
  - b. Santa Arrival – 11/26
  - c. Small Biz Saturday – 11/26
  - d. Holiday Open House – 12/3
  - e. Lighted Boat Parade – 12/10
  - f. Upcoming general member meeting in Jan
    - i. Butter & Egg
    - ii. Spring Antique Faire
  - g. Any interest in a winter event? (ex: Valentine event)
7. Next Meeting:
  - **Next meeting Tuesday – 12/13 (or skip Dec?)**