

## 2023 BID Advisory Meeting Agenda

Keller Street CoWork  
140 Keller Street

**TUESDAY, May 16, 8:30 - 9:30 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 of new attendees (if applicable)**
- 2. Distribution of Apr 18 meeting minutes**
- 3. Update on BID billing & BID budget & updated list**
- 4. Current initiative updates**
  - a. Utility Box Art**
  - b. Graffiti proposal**
- 5. Creation of BID Advisory committee conversation**
- 6. Keller Street Garage safety**
- 7. 2023 Upcoming Events**
  - a. American Graffiti – Sat, May 20
  - b. Art & Garden Festival – Sun, July 9
  - c. [Summer Sidewalk Sale – Thurs-Sat, 8/3-5](#)
  - d. Fall Antique Faire – Sun, Sept 24
  - e. [Trick or Treat Trail – Tues, Oct 31](#)
  - f. [Small Business Saturday – Sat, Nov 25](#)
  - g. Santa's Riverboat Arrival – Sat, Nov 25
  - h. [Holiday Open House/Marketplace – TBD](#)
  - i. Theatre Square Tree Lighting – TBD
  - j. Lighted Boat Parade - TBD
  - k. Arts Alive – 3<sup>rd</sup> 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 – 5/20, 5:30 pm**