

BID Advisory Action Items
Tuesday, Jan 14, 2020 - 8:45am
Petaluma Hotel

Attendees:

- **PDA Board** Karla Schikore
- **City of Petaluma** – Ingrid Alverde
- **Guest** - none
- **Merchants**
 - Greta Youngblood – Passeggiata Shoes

NEXT MEETING

- **BID Committee Meetings will be held the 2nd Tuesday of every month 8:45am at PETALUMA HOTEL**
- **NEXT MEETING**
 - **Tuesday, February 11, 2020 8:45am**

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. Meeting called to order.
2. **2020 Merchant Events**
 - **January 22, Annual General Meeting, Masonic Lodge**
 - **2020 Merchant event ideas**
 - **Monthly event, i.e. Music in the Square**
 - **All merchants stay open that one night at least till 8pm**
 - **Other ideas discussed**
 - **Discussed having a sub-committee that can determine what can or cannot be done for 2020, and then only work on those items that can be accomplished**
 - **There is no funding to hire event planners.**
 - **PDA can provide advertising, social media, and can get the word out but they have no staff to manage events for the merchants.**
3. **12.31.2019 BID Budget/Billing/Receipts/Collections (Karla)** – report attached
 - **\$67,078– collections as of 12.31.2019**
 - **633 billed in 2019**
 - **521 business paid as of 12.31.2019**
 - **106 businesses unpaid as of 12.31.2019**
 - **Delinquency notices will be sent out throughout the calendar year.**
 - **City Council approval expected last Monday or January, bills will go out at that time.**

- DELINQUENCIES:
 - Weekly phone calls to businesses have not paid
 - Continue to identify closed & new businesses for tracking
 - Boho Bungalow moved into Bici Bikes space
4. **Banners-lights-**
 - a. Winter banners installed
 - b. Vandalism continues to be a problem, suggestions of not lighting trees where there is a great deal of pedestrian traffic
 - c. People unplug to charge their phones, etc.
 5. **Utility Boxes -** Lorraine to update at next meeting All box locations selected along with artists & most art work.
 - a. Locations selected:
 - SCOTT GRIFFIN Kentucky & Washington
 - JENNIFER TATUM Lakeville & D Street
 - MAY RILEY Washington & Howard
 - GIO BENEDETTI Pet Blvd & Mtn View
 - TBD St. Vincent's
 - TBD another location
 - There is one more box that is being completed from original schedule.
 6. **Keller Street Garage** Karla to update at next meeting. No update available this month
 7. **Greta volunteered to do a tally of all the planters downtown.** There are 44 planters, some are in varying conditions. Great will assess and present at next meeting.
 8. Veronica unable to assist going forward.
 9. Discussion:
 - a. Ingrid and City Manager discuss Petaluma Vision, awaiting coordination with PDA & City.
 - b. Ingrid working on city entities to create a smoother transition for permits, projects, & more simplified approvals.
 - c. Downtown Streets Team was discussed, Marie has spoken to city manager, plans are in the works. Goes to City Council for approval last Monday of January
 10. **NEXT MEETING – Tuesday February 11, 8:45am, PETALUMA HOTEL – NEW LOCATION**
 11. **Meeting adjourned**