

**BID Advisory Action Items**  
Tuesday, Mar 10, 2020 - 8:45am  
Petaluma Hotel – Conversation Room

**Attendees:**

- **PDA Board** Karla Schikore, Randall Dockery
- **PDA Staff** **Marie Mccusker – Executive Director**  
**Mariah Steinmetz - Office Manager & Membership Coordinator**
- **City of Petaluma** – none
- **Guest** - none
- **Merchants**
  - John Dell’Osso representative of DeCarli’s & Lanmart Building
  - Brenda Lopez – Property Manager BSP

**NEXT MEETING**

- **BID Committee Meetings will be held the 2<sup>nd</sup> Tuesday of every month 8:45am at PETALUMA HOTEL – Conversation room**
- **NEXT MEETING**
  - **Tuesday, April 14, 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 by Karla
2. 2020 Merchant Events
  - Randall reported that the Wine bar owner, across from central market, had some great ideas for having events throughout the year with dancing & music. Randall to update at next meeting
  - Brenda discuss the following changes to Theatre Square
    - Farmers Markets moving from Wed to Thu evening
    - FM coordinator want to have a beer garden each week, however the city is requiring a separate permit for each Thursday, advised to speak to Ingrid Alverde for assistance.
    - Also the city is requiring they obtain a permit for each evening they have musician in Theatre Square, advised Brenda to contact Ingrid for assistance,
  - We also discussed that we encourage merchants to stay open later when events are occurring.

3. **2.29.2020 BID Budget/Billing/Receipts/Collections (Karla)** – report attached

- \$27,024 – as of 2.29.2020
- 712 billed in 2020
  - 218 business paid as of 2.29.2020
  - 494 businesses unpaid as of 2.29.2020

4. **Open/Closed businesses**

**NEW**

- Street Social Lan Mart building (went into Twisted Too space)
- Sol Food moving into to Sauced space at Theatre Square, won't open till Aug, possibly sooner depending on city

**CLOSED**

- Salon Method on 1<sup>st</sup> street
- Gators – 2<sup>nd</sup> street
- Simply Strudel on Pet Blvd

5. **Banners-lights- Pedestals – Karla to update next meeting**

- a. Spring banners to be installed mid April. I asked installer to see what is wrong with the tree in Center Park, one is not lit.
- b. Vandalism continues to be a problem, suggestions of not lighting trees where there is a great deal of pedestrian traffic. Randall has a handyman we can use, Karla will contact Randall
- c. Karla distributed the text for the 2 pedestals to be installed on Western near the Temperance Fountain and the Museum. Skip Somers wrote the script, but fun and interesting. Karla to schedule a time with Ghilotti & Ross Jones to figure out where to install then we can present to the city.

6. **Utility Boxes** - Marie obtained the permits for the year and ready to start the painting

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 – Bredna said BSP would like for Theatre Square also.

7. **Keller Street Garage** Marie updated

- a. Joel Jones artist to paint the stairwells is nearing implementation starting in June. BID paying for paint, Joel is volunteering his time. His work is quite whimsical and fun
  - b. The art commission is also working on painting the side of Keller ST. originally PDA wanted the paint to be at the entrance to the garage to improve the concourse views. Art commission presented something entirely different, Marie to meet with them to hopefully get back on track to do the alley way and not current plan.
8. **Greta volunteered to do a tally of all the planters downtown.** There are 44 planters, some are in varying conditions. Greta to present at next meeting.
9. Downtown beautification – Marie updated on the Streets Team
  - a. Scheduled to start in April/May
  - b. Streets team needs a place to meet weekly. Randall to give Marie a possible contact
  - c. Needs to be located downtown for ease of the group getting to the location
  - d. Funds for this is coming from the PTID portion of funds that were slated for the city, grants, and BID \$25k
10. **NEXT MEETING – Tuesday April 14, 8:45am**  
**PETALUMA HOTEL – Conversation Room**
11. **Meeting adjourned**

**Karla Schikore - 2020 Board President & BID Committee Co-Chair**