

***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)  
PDA Staff: Elisa Seppa (Admin, Event, Coms Coord)  
City Staff: Nancy Sands (Economic Development)  
Guest Speaker: Onna Young (Sonoma Small Business Center (SBDC))  
Merchants: April Frederick (Estuary), Mandy Podesta (Hunter & the Bird), Angelin Rosenberg (Shuckery / Luma), Terry Kosewic (Kozy Homes), Naomi Crawford (Lunchette), Samantha Robert (Ceto Home), Juliana Reed (Redwood Empire NECA), David Lannon (Paradise Found Records), Dawna Mirante (Refill Mercantile), Rachel User (Usher Gallery), Katherine Bergin (Estuary), Chelsea Marshburn (Hollingsworth), Jennifer Remmers-Wright (Blue Zones Project Petaluma), Damien Carney (Avinage), Kirk Lok (Quality Inn), Tiffany Scerri (Mockingbird Heights)

### **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 9.30.2024) – 580 businesses billed, 412 paid, 168 unpaid, \$49,881 collected

#### **GUEST SPEAKER – ONNA YOUNG, SONOMA SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

*Per merchant's ask for more resources on how to become more profitable, a three-part series is taking place ~ SBDC presented at August meeting, Exit Strategies at September Meeting, SBDC follow up presentation of more tools and resources at October meeting.*

The SBDC provides free advice & resources for merchants from over 30 business advisors (State / SBCA funded). Onna Young presented neurolinguistic programming – how merchants can set the tone with patrons to build rapport. Communication styles are roughly two categories – towards & away (negative vs positive). Connect with clients using underlying language (positive messaging (ie: shopping local builds community; come to the right place); equivalency (use of 'is' in messaging, ie: living better is eating better)). Set expectations, intentions, framework ~ successful end goal (stay safe vs don't get in accident). *Kaizen Way* – power of asking small questions and making small effective steps. SonomaSBDC.org

#### **RETAIL HAPPY HOUR**

Businesses may participate however they would like (deals, staying open later, sales). Alternate / in conjunction with Arts Alive. Recommendation of researching Santa Rosa's SOFA parade.

#### **CITY PARKING STUDY**

Study, survey, and review of garages & downtown parking were conducted. Areas of concern for walking, merchant parking. Next steps ~ employees re: parking habits, additional parking count, present findings to council. Need PDA / BID input, transparency. Open for further discussion. Discussion of permitted / paid parking. Need to research the use of private parking areas. Door dash, parklets, perspective of access, extend hours, psychology of demand, vibrancy, convenience vs goal of less vehicles in downtown. Position if hotel comes in & impact on parking including duration of construction. Increase enforcement / people know times? Employee license plates registered & get tickets if parking downtown? App showing available parking especially for merchants? Research needed re: cost benefit / ROI.

**UPCOMING EVENTS** – Trick or Treat Trail (October 31). Community holiday events listed on Petalumadowntown.com calendar. Open to all businesses. PDA to conduct walk-arounds with information.

**MEETINGS THROUGH END OF 2024** – Consensus would like to have November & December meetings. November – B2B present & discuss (Usher host). December – Petaluma Transit present, LumaGo (TBD host).

**BID COMMUNICATION METHOD** – Businesses asked to confirm preferred method of communication via link on meeting invites and website. Cell number & carrier for text messaging required.

**NEXT MEETING – Tuesday, November 19, 2024 ~ Usher Gallery**