

## BID Advisory Meeting Agenda

**TUESDAY – March 10<sup>th</sup>, 2020 – 8:45AM**

**NEW LOCATION**  
**PETALUMA HOTEL**  
**CONVERSATION ROOM ON THE 2<sup>nd</sup> FLOOR**

### 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.
2. 2020 Merchant event ideas
  - a. Monthly event, i.e. Music in the Square  
All merchants stay open that one night at least till 8pm
  - b. Other ideas
  - c. Determine who can manage on a separate sub-committee and report to the BID Advisory. NO \$ to hire an event planner
3. Update on BID billing & BID budget & updated list for 2020
4. Greta – Present downtown planters
5. Keller Street Garage-Update
  - a. Artist request to paint the stairwells, approvals underway
  - b. Art Council work
6. Banner-tree lighting update –Karla Update
7. Businesses opened/closed in downtown - ALL
8. Update on historical signage Karla
  - a. Pedestal for Western
  - b. Pedestal for Museum
9. Update on utility box painting – Lorraine
  - a. New Locations

- b. \$
- c. High school interest
- d. Completion of existing artists boxes

**10. Downtown beautification –**

- Sidewalk Cleaning Schedule
- Sidewalk repair update
- Street Teams
- Garbage cans
- Plants

**11. Next Meeting:**

- **Next meeting Tuesday – April 14th at Hotel Petaluma Conversation Room upstairs.**