

**2023 BID Advisory & Marketing
Meeting Agenda**

**Avinage
15 Petaluma Blvd N.**

TUESDAY, Oct 17, 8:30 - 10:00 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**
- 2. What is BID and why we appreciate your input (Danielle)**
- 3. Update on BID billing & BID budget (Danielle)**
- 4. Petaluma Police Dept. – Safety Updates (Chief K. Savano & Dep. Chief B. Miller)**
- 5. Updates from September**
 - a. Improvement Initiatives**
 - b. Marketing Initiatives**
- 6. 2023 Upcoming Events**
 - a. [Trick or Treat Trail – Tues, Oct 31](#)
 - b. [Small Business Saturday – Sat, Nov 25](#)
 - c. [Santa's Riverboat Arrival – Sat, Nov 25](#)
 - d. [Holiday Open House/Marketplace – Sat, Dec 2](#)
 - e. [Theatre Square Tree Lighting – Sat, Dec 2](#)
 - f. [Lighted Boat Parade – Sat, Dec 9](#)
 - g. [Arts Alive – 3rd 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: TBD