

BID ADVISORY & MARKETING COMMITTEE MEETING AGENDA

**TUESDAY, SEPTEMBER 16, 2025
8:30am – 10am**

**Usher Gallery
1 Petaluma Blvd N**

~ 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. Review Previous Meeting Minutes** – August 2025
- 3. PPD Update** – Merchant Rights, Crime, Resources (Lieutenant Rivera)
- 4. City Update** – Water Street Activation (Jeanette DuBuois)
- 5. Trick or Treat Trail** – Signups
- 6. BID Merchant Mixer** – October 2025 (LivXpore)

**NEXT BID MEETING ~ MERCHANT MIXER
Tuesday, 10/21/25, 5:30p ~ LivXplore**

2025 PDA PRODUCED EVENTS

- [Butter & Egg Days Parade and Festival](#) – Saturday, April 19
- [Spring Antique Faire](#) – Sunday, April 27
- [Art & Garden Festival](#) – Sunday, July 13
- [Summer Sidewalk Sale](#) – Thursday, July 31 – Sunday, August 3
- [Fall Antique Faire](#) – Sunday, September 28
- [Trick or Treat Trail](#) – Friday, October 31 (BID Sponsored)
- [Small Business Saturday](#) – Saturday, November 29 (BID Sponsored)
- [Santa's Riverboat Arrival](#) – Saturday, November 29
- [Holiday Hen Hunt](#) – November 29 – December 31 (BID Sponsored)
- [Holiday Shopping Stroll](#) – Saturday, December 6 (BID Sponsored)
- [Theatre Square Tree Lighting](#) – Friday, December 5 (TBD)
- [Lighted Boat Parade](#) – Saturday, December 13
- [First Fridays](#) – 1st Friday of every month, quarterly Arts Alive mixers. Integration of downtown businesses and arts community. Businesses welcomed to stay open later and engage the community. Interested businesses and artists may apply through PetalumaDowntown.com.

BID BLOCK LEADS

- [Warehouse](#): Forrest Middleton (Petaluma Pottery, FLM Ceramics) / Ashley Harris (Petaluma Coffee & Tea)
- [Theatre](#): Katie Lafranchi (Hank's)
- [Landmark](#): Rachel Usher (Usher Gallery) / Chelsea Marshburn (Hollingsworth Jewelers & Gallery)
- [River Plaza](#): Eric Lafranchi (Taps)
- [Mill](#): Garret Podesta (Hunter & Bird and Chick City Clothing) / Tiffany Scerri (Mockingbird Heights)
- [West Pet Blvd / East Kentucky](#): Joanie Claussen (i Leoni)
- [West Kentucky to Howard](#): TBD (Interim ~ Jeff Mayne, Sonoma Equity Leding)

BID GOALS

- [Video Interviews of BID Businesses for Promotion](#) – (Dawna Mirante-Refill Mercantile)
- [Communication Between Businesses](#) – Utilize International Downtown Association as a resource for information / ideas to increase business-to-business communication. (City / PDA have joined). City may create a portal for Downtown Merchant's Association and ways to distribute information.
- [Central Contact Database](#) – PDA/BID/City are working on creating a complete contact list of property owners and managers to better distribute information.
- [Businesses Involvement in Events / Membership Opportunities](#) – Sidewalk Sales, First Fridays / Arts Alive, Trick or Treat Trail, passport programs, PDA membership, Sonoma County App, Yiftee Card.
- [Business Engagement / Space Activation Ideas](#) – Downtown beautification and seasonal window decorations, later hours, cross-promotion between businesses, look at ideas for alternate use of spaces for events etc, Putnam Plaza activation for seasonal / merchant-run events or activities.
- [Marketing / Visitor Engagement](#) – Maps, bulletin boards, QR codes, consistent media marketing/hashtags to notify/amplify announcements, partnerships between businesses
- [Downtown Lighting](#) – Increase decorative lighting Downtown (permanent / seasonal)
- [Green Businesses](#) – Review Sonoma County Tourism example for the "green" initiatives.
- [Join BID / PDA Boards](#) – Business owners are encouraged to join the BID / PDA Boards.
- [Pedestals / Historical Signs](#)
- [Utility Box Art](#)
- [Downtown Planters](#)
- [Wayfinding](#)
- [City / PPD / SAFE / DTST Engagement](#) – Businesses are encouraged to stay connected with PPD, City, SAFE, DTST. Connect via [Petaluma Resource Contact List](http://PetalumaResourceContactList) / cityofpetaluma.org/contact-police. Register security cameras via cityofpetaluma.org/cameraregistration. Utilize EngagEPetaluma App to report non-emergency issues directly to the Public Works Team. Download on [Apple](#) or [Android](#).