

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: Drake Cunningham (RTP / City Graffiti Removal), Nancy Sands (Economic Development)
Guest Speakers: Nichole Warwick, Jennifer Remmers-Wright, Ethan Schiff (Blue Zones Project Petaluma)
Merchants: Juliana Reed (Redwood Empire NECA), Naomi Crawford (Lunchette), Mandy Podesta (Hunter & the Bird), Garret Podesta (Hunter & the Bird and Chick City Clothing), April Frederick (Estuary), Katherine Bergin (Estuary), Chelsea Marshburn (Hollingsworth)

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 8.31.2024) – 580 businesses billed, 408 paid, 172 unpaid, \$48,686 collected

GUEST SPEAKERS – BLUE ZONES PROJECT PETALUMA

Blue Zones Project is customized to each hosting location, with a focus on health, lifestyle, wellbeing, empower everyone everywhere. Blue Zones Project is a good resource & umbrella to bring groups together. Free community resources include meeting spaces, free events & workshops integrated with local businesses, community connections, investments, volunteering, engagement, support. Petaluma's approved project timeframe is 3 years 9 months. The first 9 months were developing focus groups, building awareness, creating trust based on community needs. December will mark 1 year of active engagement. Businesses are invited to become approved locations. Petaluma Dental and Grand Central to host summits discussing the approval process from a business perspective. Discussion of forming transformation teams relating to specific types of businesses, showcasing membership (window decal, advertising), accountability groups for similar businesses going through the certification process.

GUEST SPEAKER – NANCY SANDS, CITY OF PETALUMA

- Conduit – Nancy is the liaison with the Petaluma Downtown Association and city. Businesses may reach out to her directly (graffiti abatement, downtown questions). nsands@cityofpetaluma.org
- Capital Improvement Projects – Discussion on the city budget book & downtown capital improvement projects. Upcoming projects include ADA ramps on Kentucky St by Goblin Bros, alleyway cleanup, connecting with property owners regarding costs / responsibilities of sidewalks & tree wells (especially by 24 Hour Fitness). Landscape redesign in front of Kapu is slated for Spring 2025.
- Parking – Intercept survey to collect additional information to take place this weekend in conjunction with the parking study. Small focus group meetings for business & property owner perspectives, discussion, & input to be ongoing. Paid parking is not on the city's list of goals even if the consultants suggest it as an option. Keller garage will be receiving lighting improvements.
- City Docks – New city docks have been installed in the Turning Basin.
- D Street Fire Station – D St Fire Station is slated to have interior renovations and is not likely relocating. Plan for Fire / Police HQ to be developed at the Fairgrounds over the next few years.
- Downtown Public Restroom – Looking at location options looking at back side of River St, with considerations of ADA, water, sewer, needs of businesses in direct vicinity.
- City Update Newsletter – Cityofpetaluma.org/subscribe
- General Plan – The City General Plan is in process.
- Pavement Restoration – Maria, Western, Kentucky not currently slated but continuing to be requested.
- Trestle – The Trestle project is part of the city budget, will be multi-year, require grant funding.
- Expenses – City recognizes costs of running businesses continue to increase. City may bring in speakers for businesses to provide creative solutions, strive for thriving downtown.
- Microtransit Program – Luma Go free microtransit program is launching September 30.
- Luma Ice – An ice-skating rink will be placed in the Fairgrounds parking lot from Dec 13 – Jan 7. Shopping downtown & microtransit will be promoted. Looking at partnerships with local businesses / sponsorship opportunities (booths, incentives, copromotional opportunities, raffles).

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

NEXT MEETING – October meeting to be hosted by Estuary, presenters from SBDC. Invite Maria Arce with Petaluma Transit to speak about Luma Go at a future meeting.

MARITIME PASSPORT – Successful so far, Research series of passports with specific avenues for future (restaurants, art, airport). Businesses asked to reach out with ideas.

BID COMMUNICATION PLATFORM – Businesses asked to confirm the best method of communication via form distributed with meeting invites & available on Petalumadowntown/BID.

NEXT MEETING – **Tuesday, October 15, 2024 ~ Estuary**