

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: Danielle Stroble (Keller Street CoWork), April Frederick (Estuary)

PDA Staff: Elisa Seppa

City Staff: Nancy Sands (Economic Development Analyst), Lieutenant Garrett Glaviano (Field Services), Sergeant Ryan Suhrke (Patrol Services)

Guests: Johnny Hirschmugl (The Art of Johnny)

Merchants: Elizabeth Clary (Alchemia), Dan Bleakney-Formby (Jupiter Foods), Howard Formby (Howard Formby Garden Design), Ted Woolley (Goblin Brothers), Nicki Upson (Goblin Brothers), Daniel Raff (Raff Law, APC), Lena Claypool (Buck Lucky)

- **CALL TO ORDER**: The meeting was called to order at 5:31pm.
- **INTRODUCTIONS MADE**
- **DISTRIBUTION OF PREVIOUS MEETING MINUTES**
- **UPDATE ON BID FINANCIALS / BILLING**
 - BID funds are distributed across 4 categories – security, marketing, beautification, administration.
 - BID funds as of December 31, 2022 – 607 billed, 458 paid, 149 unpaid, \$57,986 collected (down 13.5% from 2021).
 - Historically all BID correspondence and collection of funds has been via mail. BID funding requests are now being sent via email, and an online payment portal has been implemented with the hopes of increasing communication and funds collected.
- **DOWNTOWN EVENTS / MERCHANT MARKETING OPPORTUNITIES**
 - Merchants are offered options to participate in PDA produced events throughout the year with discounted rates on booth spaces, parade entries, &/or sponsorship opportunities.
 - Butter & Egg Days event applications, sponsorship packets, and Argus-Courier parade schedule advertising packets were distributed and are available on PDA website.
 - Petaluma Visitor Magazine media kits listing opportunities for businesses to advertise and be showcased in the 2023 magazine were distributed and are available on PDA / PVP websites.
 - Discussion about how merchants have had success with marketing on and around event days, and the need to create a platform for sharing ideas of merchant engagement at events.
- **PPD DOWNTOWN SAFETY - LIEUTENANT GARRETT GLAVIANO / SERGEANT RYAN SUHRKE**
 - PPD officers presented recommended protocol for handling situations involving vagrants, graffiti, etc. Contact list available on BID / City websites.
 - Merchants advised to contact the SAFE Team if not an emergency and PPD will be deployed if necessary, allowing productive options for those in need and helping deter recurring issues.
 - Merchants should de-escalate by not attempting to engage with vagrants if possible ~ contact SAFE Team / PPD.
 - Sergeant Suhrke may be contacted directly for persistent / ongoing issues.
 - In areas marked for no loitering, PPD may be called for any of the following – blocked sidewalks, obstructed doorways, persons passed out, unruly behavior, accosting, panhandling, etc.
 - Lieutenant Garrett to check if the parking garages are marked for loitering.
 - Lieutenant Garrett to provide information about trespassing orders for merchants (may be filed annually and following specific incidents) which allows PPD to follow up with persons involved.
 - PPD and City to research courses and information resources for merchants to learn tips on mitigating interactions with vagrants (COTS requirements, SAFE Team protocol, etc).

- Discussion on where merchants should direct questions and ideas about City mandates (curfews, bar and liquor license protocol, code enforcements, conditional use permits, etc). Nancy to follow up with PDA about what was previously brought to Council regarding City rules, and to research other cities' protocol for conditional use permits.
- Discussion regarding lack of lighting in unsafe areas and alleyways, and where responsibility lies (City streets vs private buildings). Nancy to check City guidelines for lighting (public works protocol vs mandatory safety issue) and confirm with the Planning Department.
- Discussion on broken and damaged windows – no specific trends on bar or burglary related.
- City to provide emergency contact information and relevant forms on their website.
- Discussion regarding motorized vehicle use on sidewalks especially near Balshaw Bridge – PPD to inform sergeants.

- **CURRENT INITIATIVE UPDATES**

- **Pedestals / Historical Signs** (Karla); **Utility Box Art** (Lorraine, Elizabeth); **Downtown Planters** (Estuary, Jupiter, Seed Bank); **Wayfinding** (Elizabeth) – Updates at an upcoming BID meeting. Plans to create increased organization and visibility across all BID initiatives.
- **Graffiti** (Danielle / Jonny Hirschmugl) – Graffiti Ed passed away recently. He was instrumental in graffiti mitigation as he volunteered to handle the issue. The City is looking into responsibilities (City vs private property owners) and will follow with protocol. The City / PDA have been discussing ideas and may approach the Downtown Streets Team / Rebuilding Petaluma as City does not have staffing for graffiti cleanup. The downtown parking garage has become a major problem area. PPD monitors trends and watches for gang related tagging. Graffiti issues may be reported to Cindy Chong / on the City app. City cameras are only in the garages – private cameras may be registered with the PPD to assist in monitoring. Signup link will be available on the BID website. BID members are encouraged to collaborate and think of ideas to mitigate the issue, especially as private and donated mural artworks are being damaged. Artist Jonny Hirschmugl will provide helpful tips for merchants and property owners to manage cleaning of graffiti at the March BID meeting.

- **2023 UPCOMING EVENTS**

- **Butter & Egg Days Parade and Festival Opening Ceremonies – 4/15** The Butter & Egg Days Parade and Festival Opening Ceremonies – held the weekend before the event – will honor the 2023 Grand Marshall, Good, Egg, and kick off History Week and Butter & Egg Days.
- **Butter & Egg Days Parade and Festival – 4/22** The Butter & Egg Days Parade and Festival will celebrate it's 40th year, and celebrate Earth Day. Volunteers are needed.
- **Petaluma Spring Antique Faire – 4/30** The Spring Antique Faire will be held the weekend after Butter & Egg Days event as a trial / per the majority vote of downtown merchants.
- **Summer Sidewalk Sale – Summer, dates TBD** A survey is being conducted to determine what time of year the downtown merchants would like to have the Summer Sidewalk Sale (historically held at the end of July).
- **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.

- **OTHER:**

- The City is hopeful next year's budget will allow for updates to downtown streetlights / additional decorative lighting (PDA / BID will be approached for input).
- The City and PDA have joined the International Downtown Association which should provide a good resource for information and ideas for Petaluma.
- Nancy to look into Downtown Merchant's Associations and ways to provide a portal / better distribution of information to merchants.

- **MEETING ADJOURNED:** 6:36pm

- **NEXT MEETING:** Tuesday, March 28, 2023
(Keller CoWork / morning meeting time)