

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: Marie McCusker (Executive Director), Elisa Seppa (Admin, Event, Coms Coord)

City Staff: Sergeant Ryan Suhrke, Lieutenant Zeus Rivera, Jeanette DuBois

Merchants: Natasha Juliana (Cool Petaluma / WORK Petaluma), Katherine Bergin (J Devereux Beauty), Dawna Mirante (Refill Mercantile), April Frederick (Estuary), Johnny Parker-Kwok (Sidecar Mercantile), Mike Parker-Kwok (Sidecar Mercantile), Rachael Usher (Usher Gallery), Rick Burg (C21 Epic), Michelle Wellington (Soft Shell), Garret Podesta (Chick City Goods), Mandy Podesta (The Hunter & the Bird), Dawn McPhail (C21 Epic)

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 8.31.2025) – 560 businesses billed, 410 paid, 150 unpaid, \$54,241 collected

PPD UPDATE – SERGENT SUHRKE, LIEUTENANT RIVERA (merchant rights, crime, resources)

- Important for collaboration between PPD and downtown businesses; online reporting (vandalism, alarms, building issues); predictive policing (knowing when additional staff necessary); up to date emergency contacts (business and property owners).
- Cameras – PPD camera registration available (no access, map of cameras that could assist in policework / incidents). City website lists PPD camera locations (more are being installed). Promoting cameras can be deterrent for theft / crime. Keller Garage – working on lighting, additional cameras, impact on unsheltered community there.
- Theft – Increased patrol during holiday weekend nights (stats on attached flyer). Theft looked at as a misdemeanor not sent for prosecution unless officer present or directly pressing charges (warrant issued). Thieves typically know which businesses will prosecute, so helpful deterrent if willing to press charges (not much leg work for merchant, just signing a form). Slight possibility of needing to testify (typically handled before jury trial). Law requires initial warning (if they come back will be prosecuted). PPD can circulate trespass letter. History of petty theft can lead to felony. Not looked at as theft until outside store. Camera footage may be utilized to prosecute after the fact. Posting someone’s face can be deemed defamation of character / interfere with prosecution. Recommendations – contact PPD if any potential theft in process (response time 3-5m), no physical contact, no search, mindful of safety (weapons), create deterrents (slight blockages, signage, limited inventory, signs to ask for assistance, staff present, review behaviors with staff). Downtown theft not a top call – either need to report further or business district doing good job deterring? Nonemergency line – have employees utilize for anything base safety / report (interactions with homeless community, SAFE, Home First).

CITY UPDATE – JEANETTE DUBOIS (analyst with city of Petaluma)

- Shared Spaces Program – Guidance / regulations on commercial / public / private parklets, sidewalk dining / public seating, activating public spaces. Open to community / merchant input. Learning from other areas, coming out next few months.
- Benches – Confirm locations / process for merchants to to ask for or remove.
- Water Street Activation – Decorate / enhance Water Street. More activation during holiday season, connect with LumaIce to get people downtown (Dec 10-Jan 6). Looking at pilot for Fall (Oct-Dec) / starting with specific weekends / events (Witches & Warlocks on the River).
- Transportation – Active Transportation Plan passed by council (cityofpetaluma.org/active-transportation-plan). Proposed bike lanes, paths, access to businesses.
- Contact – Jeanette DuBois, jdubois@cityofpetaluma.org

TRICK OR TREAT TRAIL

Friday, October 31, 3p-5:30p, Downtown Petaluma. 4k attendees expected. Free for merchants to participate. 50 signed up so far; sign up on petalumadowntown.com. Engage community with memorable marketing to shop (day of or return). Sugo creating photo op; well received last year, encourage other merchants to do similar.

FALL BID MERCHANT MIXER

Tuesday, October 21, 5p-7:30p, LivXplore Real Estate & Lifestyle Design (10 4th St). Nancy Sands with the city to attend. BID to cover \$200 for food & beverage.

OTHER

- Usher Gallery - Sharing Stations – Concept of system community needs, sharing, conversations.
- Arts Alive > transitioning into First Fridays – City looking at collaborating with Arts Alive to launch their Water Street activation, host quarterly art hubs, monthly First Fridays (open to all merchants, stay open later, retail, restaurants). Explore engaging with Bike Petaluma's Fri bike ride events.
- Cool Business – Oct 14 - Energy Efficiency ~ coolpetaluma.org.
- Blue Zones Project Petaluma – Social planned for January ~ bluezonesprojectpetaluma.com.
- Host BID Meeting or Mixer – Interest in hosting meeting or mixer ~ admin@petalumadowntown.com.

NEXT MEETING – MERCHANT MIXER ~ Tuesday, October 21, 2025 ~ LivXplore