

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), Eric Lafranchi (Taps)
PDA Staff: Marie McCusker (Executive Director), Elisa Seppa (Admin, Event, Coms Coord)
City Staff: Nancy Sands (Economic Development Analyst)
Merchants: Nieves DeMartini Payne (LivXplore RE), Drake Cunningham (Rebuilding Together Petaluma), Joey Reed (Redwood NECA), June Ghiggioli (Hank's / Mama's Biscotti), Eric Lafranchi (Taps / Hank's), Bev Haley (Oli Gallery), Damien Carney (Avinage), Nancy Leoni (i Leoni), Samantha Robert (Ceto Home), Katherine Bergin (J Devereux Beauty), Mandy Podesta (The Hunter & the Bird), Kim Wheeler (Sugo Trattoria), Rob Mirante (Refill Mercantile), Sydney Hollingsworth Barnes (Hollingsworth Jewelry Gallery), Tiffany Scerri (Mockingbird Heights)

CALL TO ORDER The meeting was called to order at 8:42am.

INTRODUCTIONS

BID OVERVIEW / IMPORTANCE OF BUSINESSES INPUT

BID FINANCIALS / BILLING

BID funds are distributed across 4 categories – security (27%), marketing (23%), beautification (30%), administration (20%).

As of 7.31.2023

- 581 businesses billed
- 415 businesses paid
- 166 businesses unpaid
- \$53.526 collected (down 7.7% over 2022)

GRAFFITI ABATEMENT PROGRAM – DRAKE CUNNINGHAM, REBUILDING TOGETHER PETALUMA (RTP)

- The City contracted with RTP in July to manage downtown graffiti abatement. The City invested \$100k into the project in part with funds from the Tourism Improvement District tax. RTP will take care of the initial abatement, then the responsibility will move back to property owners who may mitigate themselves or hire RTP. (Contact information available on [BID Google Docs](#))
- RTP's initial focus has been on the parking garage and backs of alleys. Graffiti-resistant coating and best color match for brick are being explored.
- RTP is monitoring, documenting, and tracking graffiti twice weekly. The City will alert property and business owners of graffiti requiring removal. Fines will be imposed if not addressed within 7 days of notice.
- Business owners can contact the graffiti hotline to report graffiti:
Graffiti Reporting:
Email: publicworks@cityofpetaluma.org
Web reporting tool: <https://cityofpetaluma.org/issues>
Phone: 707-776-3606
- RTP may use volunteer teams to assist (Downtown Streets Team or high school students).
- PDA is working on creating a complete contact list of property owners and managers.
- A list of DIY graffiti abatement options will be made available for property and business owners.

CITY INVESTMENT IN DOWNTOWN – NANCY SANDS, CITY OF PETALUMA

- All are welcome to attend City committee and community meetings.
- Petaluma's 1¢ sales tax was implemented a few years ago which the City uses to reinvest in upgrades to the Downtown.
- CIP PROJECTS FOR 2023-2024
 - Infrastructure projects previously requested by businesses (such as beautification of downtown, lighting, graffiti mitigation) are being addressed after being on hold due to Covid.
- PARKLET PROGRAM
 - The parklet program was implemented as a temporary solution during Covid.
 - Merchants request a review of current and future parklets, including those on River Front, and the impacts on stores, sidewalks, and parking for customers.
 - Request from PDA and merchants to allow parking relief from Thanksgiving through the Holiday season. Nancy Sands will recommend and confirm at a future meeting.
 - Discussion of alternate locations to offer both visitors and employees included: shuttles, valet service, creating a map of locations for employees and visitors, public transit deals, potential of implementing bike, scooter, or rickshaw rentals, cost, safety.
 - Employees of downtown businesses need to park elsewhere to not impact the limited downtown parking. City offering City Hall parking as an option.
 - City and PDA to approach property owners with empty lots to explore more options for parking.
 - Amy's downtown corporate offices will be opening next month. They will be held to the same parking mandates as all downtown business employees. The expectation is most employees will be working remotely. City will follow up in 6 months to review the impact on parking.
- UPCOMING PROJECTS
 - A parking study has been funded and will take place by 2024.
 - A location for a public restroom downtown is being researched.
 - Updates for Water Street are being researched.
 - Putnam Park fountain update from Cindy Chong, Superintendent of City Facilities:
 - The following is the response from Cindy Chong, Superintendent of City Facilities, regarding the fountain:
 - *“The fountain needs an overhaul including electrical work. We are working on obtaining 2 more quotes and getting a contractor on board to do the work. Ballpark to fix the fountain is 26-30k.”*
- DOCK REPLACEMENT
 - A bid has been made and more information will follow by November. PDA requested it be completed by November for Santa's Riverboat Arrival.
- MINIMUM WAGE ANNOUNCEMENT
 - Minimum wage announcement coming soon.
- OTHER
 - City provides advice / counsel at Small Business Development Center – sonomasbdc.org.
 - City / PDA to gather and provide a map of current parking availability downtown.
 - Businesses should reference [BID Google Docs](#) for contact info and BID project updates.

BID MARKETING

- Marketing information and business collaboration lists are available on the [BID Google Docs](#).
- Free marketing ideas and options were discussed including:
 - PDA and PVP's event marketing lists, Sonoma County Tourism app / calendar. Businesses should check their information is up to date on the app.
 - Arts Alive monthly events are a free marketing opportunity for businesses and restaurants.
 - Small Business Saturday is a free annual promotion opportunity through AmEx with a wide range of marketing. Businesses should check their information is up to date on their website.
 - The Shop Local / Yiftee Gift Card program allows an easy option for free promotion and encourages shopping at participating downtown businesses.
- Discussion on the advantage of businesses staying open later select days / during holiday seasons.
- Block leaders have been assigned for more streamlined communication.
 - Warehouse: Forrest Middleton (Petaluma Pottery, FLC Ceramics) / Ashley Harris (Petaluma Coffee & Tea)
 - Theatre: Katie Lafranchi (Hank's)
 - Landmark: Margo Gallagher (VIBE Gallery) / Chelsea Marshburn (Hollingsworth Jewelers & Gallery)
 - River Plaza: Eric Lafranchi (Taps)
 - Mill: Dan Bleakney-Formby (Jupiter Foods) / Tiffany Scerri (Mockingbird Heights)
 - West Pet Blvd / East Kentucky: Joanie Claussen (i Leoni)
 - West Kentucky to Howard: Nicki Upson (Goblin Brothers)

2023 UPCOMING EVENTS

- Fall Antique Faire – Sun, Sept 24
- Trick or Treat Trail – Tues, Oct 31
- Small Business Saturday – Sat, Nov 25
- Santa’s Riverboat Arrival – Sat, Nov 25
- Holiday Open House / Marketplace – Sat, Dec 2
- Theatre Square Tree Lighting – TBD
- Lighted Boat Parade – Sat, Dec 9
- 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. Businesses may request to be paired with an artist.

- **MEETING ADJOURNED** The meeting was adjourned at 9:52am.

- **NEXT MEETING** **Tuesday, September 19, 2023**
(Sugo Trattoria, 5 Petaluma Blvd @ 8:30am)