

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: Karla Schikore (President), Danielle Stroble (Keller Street CoWork), Jim Balshaw (Preferred Sonoma Caterers), Elizabeth Clary (Alchemia Gallery), Kim Thomas (Marmalade Sky Floral Design), Jeff Mayne (Excel Mortgage Solutions & Sonoma Connect)

PDA Staff: Marie McCusker (Executive Director), Elisa Seppa

City Staff: Nancy Sands

Guests: N/A

Merchants: Bill Pierret (The Shuckery / Luma Bar and Eatery), April Fredrick (Estuary), Dan Bleakney-Formby (Jupiter Foods)

- **CALL TO ORDER** Danielle called the meeting to order at 5:32 pm.
- **INTRODUCTIONS**
- **DISTRIBUTION OF OCTOBER MEETING MINUTES**
- **UPDATE ON BID BILLING / BID BUDGET / UPDATED LIST FOR 2022 – KARLA**
 - BID funds collected to date are approximately the same as last month (\$56k).
 - An online payment portal will be available by January 2023 which is expected to increase / streamline BID payment processes.
 - There are currently 623 businesses in the BID, down from 694 in 2020.
 - The annual budget for the BID is \$75k. The total amount is typically never actualized - the BID spending is based on fees received for the year and reserves are utilized as needed.
 - The BID is required to collect the fees however businesses are not required to pay.
 - The BID Board will approach larger businesses with outstanding fees to offer payment schedules which has proven successful in the past.
 - Previous management of the BID was by the City (which brought in \$40k annually), and MUNI (which was unsuccessful).
 - Discussion followed on how the City can assist with economic development, including partnerships and the opportunity to expand systems already in place (Downtown Streets Team, etc).
- **TOOLKIT (CITY OF PETALUMA) – DANIELLE / NANCY / MARIE**
 - There is a need to improve communication and visibility with businesses, streamline the introduction and explanation of structure for new businesses (BID, PDA, PVP, PLA), and reiterate businesses' responsibility to the BID.
 - Nancy will encourage the City to start a communications campaign to improve the City toolkit given to new businesses. The focus will be to increase visibility of updates / communication to the businesses, and messaging of 'stronger together' / 'BID is working for you.'
 - Parklets were the City's focus during Covid; the focus is now being shifted back to economic development.
 - Nancy is preparing the City staff report / levy for approval of the 2023 BID expenditures.
 - Nancy & Marie have been working on positioning and phrasing to send courtesy mailings to businesses about upcoming assessments before January.
 - Discussion on clarifying how BID funds are distributed vs volunteered time / programs.

● **CURRENT INITIATIVE UPDATES**

- **Pedestals / Historical Signs** (Karla)
 - Available BID funds have allowed the addition of new pedestals by the Mill, the Library, and the WTCU Fountain.
 - Karla is researching new options for bronze plaques going forward (including updating old plaques). Timing will be dependent upon City approval of locations and ADA compliance.
 - Karla will ask Ross Jones to assist as he previously donated ADA drawings for this project.
 - Encroachment permits will be needed.
 - Nancy / Marie will set up a walk & talk to view proposed sites with the City Engineer.
- **Utility Box Art** (Lorraine / Elizabeth / Marie)
 - Discussion about creating a more formal application process to expand the pool of artists approached for future projects.
 - Marie obtained an annual permit so artists have flexibility in timing.
 - Ryan Johnson has not yet completed the utility box he was paid for. (Lorraine to reach out)
 - Marie created a contract for all artists hired to date (this included payment, timing, insurance).
- **Downtown Planters** (April / Karla)
 - April will take the lead on the planter project as Greta Youngblood with Passeggiata no longer has time to assist.
 - There are currently 44 egg-shaped concrete planters throughout Downtown Petaluma.
 - April will create a priority list in early 2023 to look at issues / provide an updated list of locations.
 - CORE (Kids community service group) used to assist prior to their closure during Covid.
 - Discussion followed on alternate options for maintenance (BID budget, garden clubs, Downtown Streets Team, adopt program, sponsorships, etc).
- **Wayfinding Ideas** (Elizabeth)
 - Brainstorming future wayfinding ideas for downtown (street art, historical locations, etc).
 - Desire for strategically placed kiosks / QR codes that lead to an updatable landing page.
 - Research to be done on how other places have implemented wayfinding elements.
 - Nancy will reach out to the art commission for assistance / possible funding as the person who manages public art projects is very responsive / helpful.
 - Discussion about approaching a high school metal shop for producing plaques / kiosks.
 - Discussion about placing information on historical buildings (QR codes).
 - Nancy will check on City parameters / restrictions.

● **UPCOMING EVENTS:**

- **Arts Alive – 11/17/2022**
 - Any business may participate with a hosted artist.
 - Goal of the event is to bring later crowds downtown and provide / support the arts.
 - Free marketing / visibility for businesses.
- **Santas' Riverboat Arrival – 11/26/2022**
 - Event staff asked for assistance with promotion, setup / teardown, safeguarding Santa.
- **Small Business Saturday – 11/26/2022**
 - Event staff to give away swag bags at Santa's event providing free marketing / promotion for Petaluma Merchants.
- **Holiday Open House / Kentucky Street Marketplace – 12/3/2022**
 - Event to promote Small Businesses, shop local, and downtown shopping.
 - Street closure on Kentucky St from Western to Washington with approx 50 booth spaces (businesses / handmade artisans) and roaming entertainment.
 - Free promotion for Merchants hosting an Open House on event day.
 - Theater Square Tree Lighting event to follow (entertainment, meet Santa).
- **Lighted Boat Parade – 12/10/2022**
 - PDA Staff will provide support, judging, and coordination for this event; the Yacht Club will host / organize the boats.
- **Annual General Member Meeting – 1/25/2023**
- **2023 Butter & Egg Days Parade & Festival – 4/(TBD)/2023**
- **2023 Spring Antique Faire – 4/30/2023**

- **2023 Winter Event (TBD, Valentine's Day)**
 - Ideas included 'From Petaluma with Love', book readings, 'Downtown Passport' / hidden items throughout downtown locations with prizes for completion, etc.
 - Discussion of opportunities for the end of the 2022 Holiday season and 2023 (shopping packages, marketing partnerships, etc).
- **OTHER:**
 - The City will have a goal-setting meeting in March. Last year they had 300 items, this year they are aiming for 10. Nancy recommended the BID bring specific goals / asks to the meeting.
 - Discussion about unresolved / ongoing public safety issues and general maintenance (tree wells, potholes, etc), who is responsible (City, DPW, Parks), and how to prioritize / remedy.
 - Discussion was held regarding the importance of general maintenance being a capital improvement, not a budgeted item. Nancy noted deferred maintenance is an ongoing factor in budget and timing for the City, and that BID advocacy is key to implementing desired changes / completion of projects from City departments. The BID writing a letter directly to the City Manager could prove effective in communicating concerns.
 - Consensus that focusing on the present / manageable tasks while pushing for change / improvements is crucial.
 - PDA secured a holiday advertising opportunity with KRUSH Radio and is offering promotion on 5 radio stations to 10 merchants for \$250 (first come first served).
- **MEETING ADJOURNED:** 6:56pm
- **NEXT MEETING:** **Tuesday, January (TBD), 2023**
(Location: Keller CoWork, 8:30a)