

**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 (Admin, Event, Coms Coord)

City Staff: Nancy Sands (Economic Development Analyst), Chief Ken Savano (PPD), Deputy Chief Brian Miller (PPD)

Merchants: Kim Wheeler (Sugo Trattoria), Luis Flores (Tortilla Real), Naomi Crawford (Lunchette), Damien Carney (Avinage), Samantha Robert (Ceto Home), Katherine Bergin (J Devereux Beauty), Mandy Podesta (The Hunter & the Bird), Rob Mirante (Refill Mercantile), Joanie Claussen (i Leoni), Nicki Upson (Goblin Bros), Tiffany Scerri (Mockingbird Heights)

**CALL TO ORDER** The meeting was called to order at 8:36am.

### **INTRODUCTIONS**

**BID OVERVIEW / IMPORTANCE OF BUSINESSES INPUT** The goals of the BID are to beautify downtown and encourage visitors to eat, sleep, shop.

### **BID FINANCIALS / BILLING**

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

#### **As of 9.30.2023**

- 571 businesses billed
- 413 businesses paid
- 158 businesses unpaid
- \$54,131 collected (down 6.6% over 2022)

### **PETALUMA POLICE DEPT – SAFETY UPDATES – CHIEF K SAVANO & DEP CHIEF B MILLER**

- PPD plan to attend BID meetings more frequently as it is important to engage PPD, City, merchants.
- Merchants are encouraged to contact for any reason. Call 911 as first option and they will reroute. PPD staffing tree is available on their site ([cityofpetaluma.org/contact-police](http://cityofpetaluma.org/contact-police)) for reference. Contacts for the main downtown support officers are listed on the resource contact sheet on [Petalumadowntown.com](http://Petalumadowntown.com). Chief / Deputy Chief may be cc'd for anything as well.
- EngagePetaluma App is the best avenue for reporting non-emergency issues directly to the Public Works Team. Downloadable on [Apple](#) or [Android](#).
- The City is working on infrastructure and mapping of cameras / systems downtown to determine which are active and enhance video surveillance. Keller Street cameras have been updated which allow for virtual patrolling. Cameras installed in Leghorn Park have been very effective in prevention.
- Businesses / homeowners may enroll in the City's camera registry ([cityofpetaluma.org/cameraregistration](http://cityofpetaluma.org/cameraregistration)).
- PPD's main focus is safety but also request suggestions for improvement, mental health, beautification etc as they can assist with or push to the appropriate avenues. Community feedback is welcomed and appreciated (positive or negative).
- Recommendations for businesses to improve safety include adding cameras, alarms, window safety / coverings, lighting. PPD looking at partnerships and offers from camera vendors to share with merchants. Connecting businesses, City, neighbors enhances safety for all.
- SAFE program has been in place for 2 years and is an integral part of the PPD. It was the 1<sup>st</sup> mobile response team in the area and the only team available 24/7. SAFE program has serviced over 8k calls, deferred over 3k hospital transports, diverted over 200 people from arrest into alternate options. The program is continuing to expand (currently in San Rafael, Cotati, Sonoma State).

- SAFE was initially funded by the City (\$2m) as well as grants, State support, City Measure U, City Measure O, partnerships with health care districts.
- PPD / Fire / SAFE share calls so they have an integrated support system.
- SAFE may be contacted for noncrisis reasons (assisting in base needs, food, water, transportation, counseling, welfare checks, issues with troubled kids, etc). SAFE's goal is to provide assistance, services, housing, and quality of life for all in the Community.
- SAFE Team Contact - 707.781.1234 [SAFE@petalumapeople.org](mailto:SAFE@petalumapeople.org)

### **IMPROVEMENT / MARKETING INITIATIVES**

- Extended Hours – Discussion about businesses staying open later hours (7pm or 8pm) for the holiday season (end of November through end of December).
- Holiday Shopping Passport – Free marketing opportunity open to Downtown BID businesses. PDA managing creation, promotion, distribution. Application will be sent out to BID next week. Passports will be available at the Visitor's Center, participating locations, downloadable on [PetalumaDowntown.com](http://PetalumaDowntown.com). Completed passports may be dropped off at Visitor's Center, Goblin Bros, Tortilla Real. Signage will be made for participating locations. Awards will be Shop Petaluma Gift cards to further promote shopping locally (sponsored by BID (\$500) and Redwood NECA (\$300)). Businesses may donate additional items, gift cards etc and designate for advertising or awards.
- Shop Petaluma Gift Card – Free marketing opportunity open to any Petaluma business. PDA assisting with onboarding and management. Businesses should check all information and deals are accurate on [ShopPetaluma.com](http://ShopPetaluma.com). Window cling signage available from PDA. PDA is marketing this program in conjunction with holiday event marketing.
- Holiday Windows – Free to be added to driving map for decorated holiday windows. Businesses encouraged to be inclusive with décor. Application ~ [form.jotform.com/200136470151037](http://form.jotform.com/200136470151037)
- Putnam Plaza Activation – Plans to have merchant run holiday wrapping station, photo station, etc.

### **OTHER**

- Lighting – Downtown holiday lighting has been confirmed between Kentucky & 4<sup>th</sup>. Plans for adding lighting to the Plaza and magnolia tree is in process. Goal of adding more lighting for next year.
- Merchant Decompression Party – Plans for a decompression party for BID business owners following the holiday season. Late January or February. Keller Street CoWork may host.
- BID / PDA Boards – Any merchants interested are encouraged to join the BID / PDA Boards. PDA Board voting will take place in January. Contact Danielle or April (emails below).

### **2023 UPCOMING EVENTS**

- Witches & Wizards on the Water – Saturday, October 28 ~ Hosted by the Floathouse. Businesses are encouraged to be involved (participation, partnership, sponsorship, etc). Contact Maggie at the Floathouse [info@thefloathousepetaluma.org](mailto:info@thefloathousepetaluma.org).
- Trick or Treat Trail – Tues, Oct 31 ~ Free for BID businesses to participate, over 75 businesses signed up. Deadline is 10/20 to be added to event map, marketing, signage. Application on [Petalumadowntown.com](http://Petalumadowntown.com). Nancy Sands will check the timing of Kentucky Street sidewalk project.
- Small Business Saturday – Sat, Nov 25 ~ Free annual marketing opportunity for all Petaluma businesses to encourage shopping local. Promotional opportunities on Shop Small national website, PDA website, social, promotion in swag bags, etc. PDA will send more information in early November.
- Santa's Riverboat Arrival – Sat, Nov 25 ~ Plans are for Santa's Riverboat Arrival to be via Lind Marine tugboat, disembark at the Yacht Club, and cross the bridge to take photos by Taps. PPD / Fire may assist in a land arrival option if necessary to accommodate dock construction project.
- Festival of Trees – Fri, Dec 1, Sat Dec 2 ~ Hosted by the Fabulous Women of Petaluma at Hotel Petaluma. Businesses may participate by decorating a tree or donating raffle prizes. Deadline to sign up is 10/30. Contact Sue White 707.481.1237 or Melissa [melissadragonfly@gmail.com](mailto:melissadragonfly@gmail.com).
- Holiday Open House / Marketplace – Sat, Dec 2 ~ Open to Petaluma BID businesses and select handmade artisans. Free promotion for open house participation. BID businesses may have a booth on the street for a nominal fee (\$50 retainer for the space). Application on [Petalumadowntown.com](http://Petalumadowntown.com).
- Theatre Square Tree Lighting – Sat, Dec 2 ~ Hosted by Basin Street Properties [Theatre-district.com](http://Theatre-district.com)
- Lighted Boat Parade – Sat, Dec 9 ~ Hosted by Petaluma Yacht Club / PDA [PetalumaYachtClub.com](http://PetalumaYachtClub.com)
- Arts Alive ~ The final Arts Alive Event for 2023 will take place as a community mixer on November 16. The multi-site Arts Alive events will resume in January 2024. The mixer is free and open to all hosts, participants, and community members. Organizers are seeking sponsors to help support the event. Any interest or correspondence for Arts Alive events can be submitted through the [Arts Alive website](http://Arts Alive website) or email [heartmaking@lifeonearthart.org](mailto:heartmaking@lifeonearthart.org).

**MEETING ADJOURNED** The meeting was adjourned at 10am.

**NEXT MEETING** **Tuesday, January 16, 2023** (Updates will be sent via email the remainder of the year and all are welcome to reach out to April / Danielle for any marketing discussions, etc).

**BID CONTACTS**

Danielle Stroble ~ [Danielle.stroble@kellerstreetcowork.com](mailto:Danielle.stroble@kellerstreetcowork.com)

April Frederick ~ [April@shopestuary.com](mailto:April@shopestuary.com)