

# **BID ADVISORY & MARKETING COMMITTEE MEETING AGENDA**

**TUESDAY, APRIL 16, 2024  
8:30am – 10am**

**Petaluma City Hall, Council Chambers  
11 English St**

## **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"*

- 1. Introductions**
- 2. Review February Meeting Minutes**
- 3. Update on BID Billing / Budget**
- 4. City Update – Downtown Sales Tax**  
Presentation / Discussion with Avenu Insights & Analytics
- 5. Review BID Goals**
  - a. Downtown Cleanup Day
  - b. BID Block Captain Meeting / Mixer
  - c. BID Merchant Mixer
- 6. BID Marketing**
  - a. Maritime Shopping Passport

**Tuesday, 5/21/24, 8:30am-10am (Location TBD)**

## **2024 PDA PRODUCED EVENTS**

- [Butter & Egg Days Parade and Festival](#) – Saturday, April 20
- [Spring Antique Faire](#) – Sunday, April 28
- [Art & Garden Festival](#) – Sunday, July 14
- [Summer Sidewalk Sale](#) – Summer TBD
- [Fall Antique Faire](#) – Sunday, September 29
- [Trick or Treat Trail](#) – Tuesday, October 31 (BID Sponsored)
- [Small Business Saturday](#) – Saturday, November 30 (BID Sponsored)
- [Santa's Riverboat Arrival](#) – Saturday, November 30
- [Holiday Marketplace / Merchant Open House](#) – December TBD (BID Sponsored)
- [Theatre Square Tree Lighting](#) – December TBD
- [Lighted Boat Parade](#) – December TBD
- [Arts Alive](#) – 3<sup>rd</sup> 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 [PetalumaDowntown.com](http://PetalumaDowntown.com).

## **BID BLOCK LEADS**

- [Warehouse](#): Forrest Middleton (Petaluma Pottery, FLM Ceramics) / Ashley Harris (Petaluma Coffee & Tea)
- [Theatre](#): Katie Lafranchi (Hank's)
- [Landmark](#): Rachel Usher (Usher 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 Upton (Goblin Brothers)

## **BID GOALS**

- [Video Interviews of BID Businesses for Promotion](#) – (Dawna Mirante-Refillery)
- [Communication Between Businesses](#) – Utilize International Downtown Association as a resource for information / ideas to increase business-to-business communication. (City / PDA have joined). City may create a portal for Downtown Merchant's Association and ways to distribute information.
- [Central Contact Database](#) – PDA/BID/City are working on creating a complete/updated contact list of property owners and managers to better distribute information.
- [Businesses Involvement in Events / Membership Opportunities](#) – Sidewalk sales, Arts Alive, Trick or Treat Trail, passport programs, PDA membership, Sonoma County App, Yiftee Card, Business hosted events.
- [Business Engagement / Space Activation Ideas](#) – Downtown beautification and seasonal window decorations, later hours, cross-promotion between businesses, look at ideas for alternate use of spaces for events etc, Putnam Plaza activation for seasonal / merchant-run events or activities.
- [Marketing / Visitor Engagement](#) – Maps, bulletin boards, QR codes, consistent media marketing/hashtags to notify/amplify announcements, partnerships between businesses
- [Downtown Lighting](#) – Increase decorative lighting Downtown (permanent / seasonal)
- [Green Businesses](#) – Review Sonoma County Tourism example for the "green" initiatives.
- [Join BID / PDA Boards](#) – Business owners are encouraged to join the BID / PDA Boards.
- [Pedestals / Historical Signs](#)
- [Utility Box Art](#)
- [Downtown Planters](#)
- [Wayfinding](#)
- [City / PPD / SAFE / DTST Engagement](#) – Businesses are encouraged to stay connected with PPD, City, SAFE, DTST. Connect via [Petaluma Resource Contact List](http://Petaluma Resource Contact List) / [cityofpetaluma.org/contact-police](http://cityofpetaluma.org/contact-police). Register security cameras via [cityofpetaluma.org/cameraregistration](http://cityofpetaluma.org/cameraregistration). Utilize EngagEPetaluma App to report non-emergency issues directly to the Public Works Team. Download on [Apple](#) or [Android](#).