

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), Katie Lafranchi (Hank’s), Ellyn Mavalwalla (The Seed Bank)
PDA Staff: Marie McCusker (ED, PDA)

- **CALL TO ORDER**: The meeting was called to order at 9:00 am.
- **INTRODUCTIONS MADE**
- **DISTRIBUTION OF PREVIOUS MEETING MINUTES**
- **UPDATE ON BID FINANCIALS / BILLING**
 - BID funds are distributed across 4 categories – security (27%), marketing (23%), beautification (30%), administration (20%).

As of 5.31.2022

- 587 businesses billed
- 368 businesses paid
- 219 businesses unpaid
- \$47,372 collected (down 18.3% over 2022)

• **NEWS**

- Graffiti abatement program update – Drake Cunningham (Rebuilding Together Petaluma) will attend July meeting to give details

• **MARKETING WORKSHOP**

- Today’s goal – Identify marketing opportunities to bring people/business into Downtown Petaluma. Establish block leaders for more streamlined communication.
 - Downtown area map distributed and groups broken up according to the areas.
 - 30 minute breakout session for ideation
 - “Parking Lot” established for BID ideas that were not marketing focused (see attached document)
 - 20 minute recap – top 3 ideas from each group presented
 - Attendees requested to be emailed with:
 - Marketing ideas list
 - Parking Lot ideas list (survey to follow for prioritization)
 - Contact list of attendees
 - Area Map

• **CLOSING**

- Follow ups will come via email to attendees
- Thank you Della Fattoria for hosting this month’s BID meeting!

- **2023 UPCOMING EVENTS**

- Art & Garden Festival – Sun, July 9
- Summer Sidewalk Sale – Fri-Sat, 7/27-29
- 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 – TBD
- Theatre Square Tree Lighting – TBD
- Lighted Boat Parade - TBD
- 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. A list of artists to pair with businesses is being created.

- **MEETING ADJOURNED:** 10:42 am

- **NEXT MEETING:** **Tuesday, July 18, 2023 – 5:30 pm**
Keller Street CoWork