**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