



A G E N D A

**REGULAR MEETING OF THE SUISUN CITY HISTORIC WATERFRONT
BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS**

MONDAY, APRIL 15, 2024

5:00 PM

Suisun City Council Chambers - 701 Civic Center Boulevard - Suisun City, California

NOTICE

Pursuant to Government Code Section 54953(b) the following Suisun City Historic Waterfront Business Improvement District Board of Directors meeting includes teleconference participation by:

- Board Member John Harter, Waterfront Comics, 609 Main Street, Suisun City, CA 94585
- Board Member Megan Smith, Ironwood American Bistro, 203 Main Street, Suisun City, CA 94585
- Board Member Charmaine Gandy, The Vault, 700 Main Street, Suite 102, Suisun City, CA 94585

MEETINGS ARE HELD IN-PERSON - PUBLIC PARTICIPATION IS ALSO AVAILABLE VIA ZOOM

Remote Public Comment is available by emailing clerk@suisun.com (prior to 4:00 pm) or via website or zoom

ZOOM MEETING INFORMATION:

WEBSITE: <https://zoom.us/join>

WEBINAR ID: 816 2478 0180

CALL IN PHONE NUMBER: (707) 438-1720

(If attending the meeting via phone press *9 to raise your hand and *6 to unmute/mute for public comment.)

- 1. Call Meeting to Order**
- 2. Introductions**
 - i. City Representatives, City of Suisun City
 - ii. Business Representatives
 - iii. Guests
- 3. Public Comment**

4. Board Comments

5. Approval of Minutes

Approval of Minutes of April 1, 2024 Meeting

6. Financial Reports

Financial Reports: March 2024 not yet received - First 2024 BID Check received from city

7. Old Business

A. Mother's Day 2024 – update, workplan, volunteers (Cole-Rowe)

B. City Signage Replacement - Status (Hull)

C. Additional costs/information/discussion on banner replacement posts, other signage

8. New Business

A. Appointment of Nominating Committee - Cole-Rowe

B. Brown Act Review

9. Next BID Meeting

Monday, May 20, 2024

MINUTES
REGULAR MEETING OF THE SUISUN CITY HISTORIC WATERFRONT BUSINESS
IMPROVEMENT DISTRICT BOARD OF DIRECTORS
Monday April 1, 2024, 5:00PM
Suisun City Council Chambers

Board members present: Laura Cole-Rowe, John Harter, Megan Smith, Elaine Byers, Charmane Gandy (arrived at 5:33pm)
City Staff: Janet Hull
Guests: Arsenia Miyaji with Wiseman Group

Call Meeting to Order: The meeting was called to order at 5:02pm by President Laura Cole-Rowe

Introductions: None

Public Comment: None

Board Comment:

Laura Cole-Rowe is going to do a tutorial on the Brown Act at the next board meeting. And give the board "cheat" sheets.

Approval of Minutes – February 26, 2024

Motion: Board Member Byers made the motion to approve the minutes. Board Member Harter seconded the motion on the floor.

The motion passed with the following roll call vote:

Cole-Rowe -	Yes
Harter -	Yes
Smith -	Yes
Byers -	Yes

Approval of Minutes of Joint Meeting of the Suisun City Council and Suisun City Historic Waterfront Business Improvement District – March 18, 2024

Motion: Board Member Harter made the motion to approve the minutes with the correction of including BID board members who arrived late: Smith and Gandy. Board Member Smith seconded the motion on the floor.

The motion passed with the following roll call vote:

Cole-Rowe -	Yes
Harter -	Yes
Smith -	Yes
Byers -	Yes

Financial Report – January 2024

Motion: Board Member Smith made the motion to approve the financial report. Board Member Harter seconded the motion on the floor.

The motion passed with the following roll call vote:

Cole-Rowe -	Yes
Harter -	Yes
Smith -	Yes
Byers -	Yes

Old Business

- A. Mother's Day 2024:** Glasses will be delivered on 4/15 and given to Smith to wash. Harter will contact Boy Scouts/Sea Scouts to help with set up from 7am to 9am. Press release will be sent out today. Will need to purchase tarp for champagne booth (Previous tarp was too large for ground. Will ask Shelly at Athenian Grill to provide hot water. The bands have been booked. The banners are up Downtown Suisun. The sign on Railroad and Sunset is showing Mother's Day, the sign on 12 and Pennsylvania will show Mother's Day once the Brewfest is completed.
- B. City Signage Replacement – Status:** The sign is being built. The placement of the sign has been marked. Also, there has been solar lights placed to highlight the sign on Sunset and Railroad. The other two signs will also have solar lighting placed to highlight the signs.

New Business:

BID Marketing for 2024 with budgeting banner replacement.

- Banners in downtown Suisun need replacement. Cheryl with Clear Image will be doing inventory. Signs were made in 2017/18. Approximately 28 signs. Cheryl will also inventory hardware, several are damaged. Also discussed updating images on signs. Reaching out to local artists, contact "I Art Suisun", the Art Ad Hoc Committee. The estimated budget for new signage is \$12k to \$15k.
- Also, discussed having businesses sponsor the banners. Vacaville has done this and when it was looked into, the sponsorship was \$300 for 2 years. Will need to reach out to Vacaville and see what they charge now.

Marketing Brainstorming/Discussion

- City of Suisun has money set aside for marketing.
- We need a Marketing Work Plan
- Social Media, Video, Print, TV AD, Radio Budgets
- Sponsor Non-Profits and events in Suisun with signage (City will waive special Event Permit, use of signs depends on calendar at Suisun.
- Training businesses to let people know what is available in Suisun City.
- Give information to New Residents
- Way Find Signs
- Reach out to all businesses – In Person. Update contact information, discuss what BID does, recruit volunteers. Possibly gift baskets for new businesses. Folder with information inside about BID.
- Motivate the board to continue to reach out and hold each accountable
- Cole-Rowe has asked each board member to email her a list of things the board can do to promote the area.

Future Meetings:

April 15, 2024 – Regular BID Meeting

Adjournment

Motion: Board Member Harter made the motion to adjourn the meeting. Board Member Newsome seconded the motion on the floor.

The meeting was adjourned at 5:55pm with the following roll call vote:

The motion passed with the following roll call vote:

Cole-Rowe -	Yes
Harter -	Yes
Gandy-	Yes
Smith -	Yes
Byers -	Yes