



A G E N D A
REGULAR MEETING OF THE SUISUN CITY HISTORIC WATERFRONT
BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS
MONDAY, FEBRUARY 26, 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

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

- Suisun Farmers Market conversation with Chamber

5. Approval of Minutes

Approval of the Minutes of the January 22, 2024 Meeting.

6. Financial Reports

Financial Reports: January 2024.

7. Old Business

- A General meeting/town hall - attendance.
- B Job description - Social Media/Website Coordinator – Cole-Rowe
- C Mother’s Day 2024 – update, budget – Cole-Rowe
- D Marketing Workplan Approval – Cole-Rowe

8. New Business

- A City Signage Replacement – Status - Hull
- B Business Watch Application and Program

9. Future Meetings

March 18, 2024 - Joint Meeting with City Council (In-Person)



MINUTES

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

Monday, January 22, 2024, 5:00 PM
Suisun City Council Chambers

Board members present: Laura Cole-Rowe, John Harter, Megan Smith, Debra Newsome

City Staff: Janet Hull

Guests: Derek Bromsted and Arsenia Miyaji from the Wiseman Company

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

Introductions

Guests - Derek Bromsted and Arsenia Miyaji from the Wiseman Company introduced themselves.

Public Comment - None

Board Comment - None

Approval of Minutes – November 20, 2023

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

The motion passed with the following roll call vote:

Cole-Rowe -	Yes
Harter -	Yes
Newsome -	Yes
Smith -	Yes

Financial Reports – November & December 2023

Motion: Board Member Harter made the motion to accept the financial reports. Board Member Newsome seconded the motion on the floor.

The motion passed with the following roll call vote:

Cole-Rowe -	Yes
Harter -	Yes
Newsome -	Yes
Smith -	Yes

Appointment of Elaine Byers to Secretary effective February 1

Motion: Board Member Harter made the motion to accept the financial reports. Board Member Smith seconded the motion on the floor.

The motion passed with the following roll call vote:

Cole-Rowe -	Yes
Harter -	Yes
Newsome -	Yes
Smith -	Yes



8. Old Business

- A. **General meeting/town hall** – Thursday, February 1, 6:30 pm online – speakers, topics, - Cole-Rowe - Meeting is set for online; Katrina Garcia will talk about the Acting Chief Dan Healy will go over crime on the waterfront. Newsletter to be sent to everyone about meeting.
- B. **BID Holiday Event** – build for future – Cole-Rowe – Discussion on building the holiday event for the future – build on wreath and/or other things during city event. Need to start earlier and have a chair for the event.
- C. **Hiring of Social Media/Website Coordinator** – Cole-Rowe – Began job description of social media/website coordinator – some local people may be interested. To bring back job description next month.
- D. **Recap of BID Annual Report/2024 Budget meetings** – Cole-Rowe gave report on the renewal of the BID with the council. Council is aware that we will not be holding Art, Wine & Music next year; may be interested in giving some of the America Rescue Plan Act (ARPA) funds that they received for promotion to the BID, but we need to have a marketing plan in place. This may be decided at the joint meeting between council and the BID board that will be scheduled in the future (March).
- E. **Restaurant Week** – Seven restaurants participated. Megan and Deborah reported on their results.

9. New Business

- A. **Mother's Day 2024** – Contract signed with Mossa – bands and budget to be set and brought back to next meeting.
- B. **Marketing Workplan Draft** – Board went over and discussed marketing plan with suggestions. Final plan to be brought back next month.

Future Meetings:

Thursday, February 1 – Town Hall online

Monday, February 26 – Regular BID meeting

March, 2024 – Joint meeting with City Council – TBD

Adjournment

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

The meeting was adjourned at 6:09 pm with the following roll call vote:

Cole-Rowe -	Yes
Harter -	Yes
Newsome -	Yes
Smith -	Yes

Suisun City Waterfront BID

Checking (7199), Period Ending 01/31/2024

RECONCILIATION REPORT

Reconciled on: 02/14/2024

Reconciled by: Kristie Shields

Any changes made to transactions after this date aren't included in this report.

Summary	USD
Statement beginning balance.....	10,866.38
Checks and payments cleared (6).....	-3,516.55
Deposits and other credits cleared (2).....	4,343.75
Statement ending balance.....	<u>11,693.58</u>
Uncleared transactions as of 01/31/2024.....	-505.00
Register balance as of 01/31/2024.....	<u>11,188.58</u>

Details

Checks and payments cleared (6)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/14/2023	Bill Payment	3576	Clear Image Sign Co	-433.19
11/15/2023	Bill Payment	3580	B&K Tax Service	-480.00
01/05/2024	Bill Payment	3583	Daily Republic	-495.00
01/05/2024	Bill Payment	3584	S&J Advertising Inc	-690.00
01/05/2024	Bill Payment	3582	Clear Image Sign Co	-1,337.36
01/16/2024	Expense		Constant Contact	-81.00
Total				<u>-3,516.55</u>

Deposits and other credits cleared (2)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/05/2024	Deposit	9		418.75
01/22/2024	Deposit	9		3,925.00
Total				<u>4,343.75</u>

Additional Information

Uncleared checks and payments as of 01/31/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/05/2024	Bill Payment	3581	B&K Tax Service	-505.00
Total				<u>-505.00</u>

Uncleared deposits and other credits as of 01/31/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
09/25/2023	Bill Payment	3572	S&J Advertising Inc	0.00
Total				0.00

Suisun City Waterfront BID

Westamerica Bank Check Detail

January 2024

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	CLR	AMOUNT
Checking (7199)						
01/05/2024	Bill Payment (Check)	3582	Clear Image Sign Co		R	-1,337.36
						-1,337.36
01/05/2024	Bill Payment (Check)	3583	Daily Republic		R	-495.00
						-495.00
01/05/2024	Bill Payment (Check)	3584	S&J Advertising Inc		R	-690.00
						-690.00
01/05/2024	Bill Payment (Check)	3581	B&K Tax Service			-505.00
						-505.00
01/16/2024	Expenditure		Constant Contact	CONSTANTCONTACT XXXXXX5506 / LAURA COLE	R	-81.00
				CONSTANTCONTACT XXXXXX5506 / LAURA COLE		81.00

Suisun City Waterfront BID

Westamerica Bank Bill Payment List

January 2024

DATE	NUM	VENDOR	AMOUNT
Checking (7199)			
01/05/2024	3582	Clear Image Sign Co	-1,337.36
01/05/2024	3583	Daily Republic	-495.00
01/05/2024	3584	S&J Advertising Inc	-690.00
01/05/2024	3581	B&K Tax Service	-505.00
Total for Checking (7199)			\$ -3,027.36

Suisun City Waterfront BID
Westamerica Bank Balance

January 31st 2024

Checking (7199)

11,693.58

TOTAL

\$ 11,693.58 \$ 0.00

Monday, Aug 07, 2023 11:09:23 AM GMT-7 - Cash Basis

Suisun Historic Waterfront BID 2024 Budget DRAFT							
				2023 Adopted Budget	Actual 1-1-23/ 10-31-23	2024 Proposed Budget	Actual 24
Ordinary Income/Expense							
Income							
REVENUE							
Mothers Day Income				10,000.00	10,359.00	10,000.00	
Business Assessments				13,000.00	9,486.00	11,000.00	
Art Wine Income/Other Event Income				14,000.00	3,218.00	2,500.00	
Total REVENUE				37,000.00	23,063.00	23,500.00	
Transfer from reserve				6,000.00	6,000.00	5,000.00	
Total Income				43,000.00	29,063.00	28,500.00	
Expense							
Advertising Expense							
Electronic Media				500.00	0.00	500.00	
Print Media				500.00	1,123.19	1,200.00	
Social Media Campaigns				600.00	0.00	1,000.00	
Marketing Program				11,250.00	7,926.74	8,000.00	
Total Advertising Expense				12,850.00	9,049.93	10,700.00	
Event Expenses							
Art Wine/Other Event Expenses				8,000.00	5,077.45	0.00	
Mothers Day Craft Faire				6,000.00	5,189.00	6,000.00	
Restaurant Week (under marketing)				2,000.00	1,653.00	2,000.00	580.00
BID Mixer/Quarterly meetings				500.00	0.00	500.00	
Total Event Expenses				16,500.00	11,919.45	8,500.00	
Operating Expenses							
Accounting Fees				1,500.00	1,450.00	1,500.00	285.00
Bank Charges				200.00	101.76	150.00	
Contract Labor				6,000.00	725.00	3,000.00	
Insurance				2,100.00	534.00	2,100.00	
Miscellaneous Expenses (banners, etc)				700.00	152.14	500.00	
Office Supplies				600.00	70.00	300.00	81.00
Postage, shipping, delivery				300.00	501.00	300.00	
Tax Preparation				800.00	597.00	800.00	
Taxes				200.00	466.00	500.00	
Web Hosting & Upgrades				500.00	20.17	150.00	
Total Operating Expenses				12,900.00	4,617.07	9,300.00	
Beautification - Cleanup				0.00	0.00	0.00	
Total Expense				42,250.00	25,586.45	28,500.00	946.00
Net Ordinary Income				750.00	3,476.55	0.00	

Social Media/Website Coordinator DRAFT (Contracted Position)

The Suisun City Historic Waterfront Business Improvement District (SCHWBID) wishes to contract with a **Social Media/Website Coordinator** to help boost the social media presence of the organization and to maintain the organization's website (www.suisunwaterfront.com), including producing and updating Web content. This is a contracted position.

The coordinator will create and execute digital marketing strategies to inform, advertise, and attract public interest and handle the organization's social media accounts, monitor comments and interact with the social media community and maintain web content and design to ensure that the website is functional, accurate, and up to date.

Social Media/Website Coordinator Job Responsibilities:

- Follow a results-driven social media/marketing strategy.
- Develop and curate engaging content for social media platforms.
- Create and/or edit of written, video, and photo content.
- Maintain unified brand voice across different social media channels.
- Create a social media calendar guided by the SCHWBID board of directors.
- Review analytics and create reports on key metrics.
- Maintain web content and design to ensure that the assigned website is functional, accurate, and up to date with direction from SCHWBID Board of Directors

Qualifications / Skills:

- Passion for social media and proficiency with major social media platforms and social media management tools
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Excellent social listening skills
- Ability to understand organizational brand and goals for the organization
- Strong copywriting, copyediting and communication skills
- Detail-oriented approach with ability to meet deadlines
- Website editing skills (Wix experience a plus)

Education and Experience Requirements:

- 1-3 years experience with B2C social media marketing or content development
- 1-3 years experience with Website editing
- Direct experience using social media management tools
- Experience with digital media editing tools a plus

Item	Who is responsible	Cost/Cost Estimate	Due by:	Status	Notes	
Sign contract with Brenda	Laura	\$ -	1/31/24	Done		
Get permit/permission from city for event	Laura	-	2/26/24	Done		
Book Entertainment	Laura	\$ 1,200.00	ASAP	In progress		
Book Vendors	Brenda	-	Continuous	Continuous		
Website Update on Event	Laura	\$ -	3/1/24			
Social media - FB/Twitter - paid ads as we get closer; otherwise mention every ten days	Laura	\$ 200.00	3/1/24			
Volunteer solicitation/recruitment	All	\$ -	Start on 3/1/24	In progress	Board members need to volunteer and/or recruit volunteers	
Inform BID members/assoc. members about event by email; include application & volunteer opportunities	Laura		Started with email in January 2024 - link to download next e-newsletter	In progress		
Contact Boy Scouts/Sea Scouts for setup/breakdown	John	\$ 150.00	3/15/24		Donation	
Health Permit for BID	Brenda/Laura		3/15/24			
Order champagne glasses - how many	Laura	\$ 2,000.00	3/31/24			
Ad - Breeze - May Fairfield/suisun only	Laura	\$ 400.00	3/20/24			
Press release for Breeze for all issues	Brenda	\$ -	For April, May			
Highway 12 sign goes up in April - give any changes to Sheryl at Clear Image including ordering of small staked signs;	Laura		3-15-24 Goes up in April			
Check inventory for wristbands; order if needed	Laura	\$ 35.00	4/1/24			
First Round of Press Releases - DR, VV Reporter, KUIC & calendar on websites	Laura	\$ -	4/1/24			
BOE Permit	Laura		4/10/24			
Get Liquor License (no more than 30 days in advance)	Laura	\$ 52.00	4/10/24			
Order Porta Potties (include hand washing stations)	Laura	\$ 1,200.00	4/15/24		Expensive - work on minimums	
DR Ads	Laura	\$ 500.00	Place by 4/15/2024			
City Liaison - No Pet signs, additional garbage cans, lawn sprinklers off, folding chairs (how many do they have?) 6 ft tables - follow up in writing/email	Laura/Janet	\$ -	Comes w/ city trailer; check on 4/25/2024			
WEEK BEFORE EVENT						
Order Ice from Virgil's	Laura	\$ 175.00				

Purchase water, champagne and OJ for event for sale at BID booth	Laura	\$ 1,000.00				
Toilet paper for porta potties - ck inventory list - get more if necessary	Laura	\$ 10.00				
Get glasses and wristbands from storage	Laura					
Delivery of Porta Potties - lock them up!	Shelly/Laura	\$ -				
Update sign in back of the Ticket Sale Booth showing price and what you get for \$	Laura	\$ 20.00				
Set up 3 10 x 20 tents day before event - get volunteers						
Pick up trailer & set behind Tiza Art	Mike/Megan?		Thursday 5/9/2024			
DAY OF EVENT						
Set-up - No pets signs placed	Day of Volunteer	\$ -				
Set-up - traffic control before event	Day of Volunteer	\$ -				
Delivery of Ice from Virgil's	Laura					
Set-up BID booth - bring out glasses, signage, etc.	Laura/Day of Volunteer	\$ -				
Layout of event for vendors and copies for booth	Brenda	\$ -				
Breaking down champagne glass boxes during the day	Day of Volunteer					
Set-up - Tents	Day of Volunteer					
Set-up - BID booth	Day of Volunteer					
Clean-up and breakdown	Day of Volunteer					
AFTER EVENT						
May Board meeting - recap; income, expenses & profit	All	\$ -				
Pay Board of Equalization	Laura	\$ 300.00				
		\$ 7,242.00				

Draft SCHWBID Marketing Work Plan February, 2024 (version 2)

Goal 1: Expand awareness of Suisun City Waterfront as a local source for food and drink, entertainment, recreation and other related businesses.

- Message needs to be consistent throughout all marketing collateral.
- Consistent use of name.
- Create a consistent image in all communication pieces and printed marketing collateral.
- Work toward listing all venues, business and attractions on website.
- Clearly indicate what is open to the public, hours, and what the visitor can see or do.
- Look at costs of directional signage in and around the Waterfront for businesses (ARPA money?)
- Have all members and supporting businesses use the **Suisun City Waterfront** logo in their individual marketing collateral and promotional pieces.
- **Include map of Waterfront area when appropriate**

Goal 1, Objective 1: Continue to establish the website as the central point of information

- Enhance the visual aspects of the website to create more interest/impact. Map of where Suisun Waterfront is located to help link consumer to the area.
- Add YouTube channel; consider live webcam on the Waterfront?
- Information for consumer to contact – phone number, email.
- Businesses need descriptive pictures and short descriptions on website.
- Connect all social media to website.

Goal 1, Objective 2: Develop a series of promotional and advertising streams targeted directly to reach local residents

- **Target large employers with concentrated pools of employees.** Distribute QR code postcard and create calendar list of all events (BID and others) for distribution. Strategically distribute the information in key locations such as large employers' lunchrooms, teachers' lunchrooms, community bulletin boards, etc.
- **Participate in large community events.** If it can be staffed by BID volunteers, have a booth promoting the waterfront at large community based events in Suisun
 - Have a magnet with logo and website as a giveaway.
- **Create a comprehensive press kit to be used as a tool to contact regional, State and even national media.**
- **Add an area on the website specific for media, travel writers and tour operators.**
- **Offer information/tours to travel writers.**

- Search out low to no cost advertising targeted at reaching regional markets
- May is National Small Business Month
 - Brainstorm on low-cost promotion – even if it is an article in the paper or social media posts.
- **Consider Restaurant Month or additional week in another slow time**
- Social Media Marketing
 - Consistent posting on all social media channels – best to hire someone for this task.
- Downloadable podcast on the website promoting waterfront, businesses and things to do.
 - Later editions can include history of the area, and special podcasts on upcoming events, etc.
- Create a Blog for the Suisun Waterfront
- Determine the Return on Investment (ROI) with marketing and advertising programs

Goal 1, Objective 3: Educate city residents about the importance of supporting local businesses and increase their awareness of local businesses and purchasing opportunities

- Provide articles about what is happening in Suisun City Waterfront for other local organizations' newsletters.
- Regular press releases
- Speaker bureau to local clubs and organizations
- Adopt or encourage others to adopt streets for clean-up once a quarter. Check into validity with City post signage for the Adopt a Street on light poles.
- New business packet
 - Information on BID
 - Postcard
 - JPG with logo electronically that they can use on their website, social media, etc.
 - Get all information to get their business on our website

Goal 2: Build support for Waterfront businesses as a vital economic development base for Suisun City.

- Dispel “unsafe” area chatter
- Enhance communication networks and outreach efforts to build support for the importance of independently owned businesses
- Enlist advocates outside of BID boundaries as champions of the waterfront
- Make sure that all City Council members and key staff receive the BID newsletter
- Each year, hold a work session/joint meeting between the BID and the city council to review BID accomplishments, discuss priorities and address any issues

or needs.

- Develop a training program for the frontline employees of hotels, restaurants and other related visitor / tourist-based operations.
- Work with members and related businesses to strengthen customer relations and foster a “visitor friendly” environment throughout Suisun City Waterfront.
- Create Community Data Bank to educate businesses about the community and surrounding area so that when a visitor asks a question about where to eat or what to visit, any member enterprise or related business can answer it with detail, enthusiasm and sincerity. Questions that members or related businesses should be able to answer include:
 - *Are there any museums or historical sites in the community?*
 - *What kinds of lodging accommodations are available?*
 - *Can you recommend a good place to eat?*
 - *Are there any local activities or special events occurring in the next two days?*
 - *Where is there shopping?*
 - *What is it like living in this community?*
- **Advocate for wayfinding throughout the Waterfront.**
- **Develop a series of promotional and advertising venues targeted directly to reach the new residents moving into the region**

Goal 3: Establish the organizational capacity to sustain current activities and develop new programs.

- Diversify funding base
 - Pursue Sponsorship/ Advertising Opportunities
 - Researching and applying for grants under 501c3 sister organization for projects
 - Pursue funding from city's ARPA funds
- Future leadership expands knowledge of downtown development and management.
- Conduct field trips to other downtowns and meet with key stakeholders and partners.
- Strengthen/pursue relationships with other organizations.

Trade Area

- **Define local trade area and demographics**

