



A G E N D A

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

MONDAY, APRIL 1, 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, 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: 832 7179 4639

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

- A. Approval of Minutes of February 26, 2024 meeting.
- B. Approval of Minutes of March 18, 2024, Joint Meeting of the Suisun City Council and Suisun City Historic Waterfront Business Improvement District.

6. Financial Reports

- A. Financial Reports: February 2024.

7. Old Business

- A. Mother's Day 2024 – update, workplan, volunteers (Cole-Rowe).
- B. City Signage Replacement - Status (Hull)

8. New Business

- A. Brainstorm/Discussion on BID Marketing for 2024 with budgeting banner replacement.

9. Next BID Meeting

Monday, April 15, 2024 – Regular BID Meeting

MINUTES
REGULAR MEETING OF THE SUISUN CITY HISTORIC WATERFRON BUSINESS
IMPROVEMENT DISTRICT BOARD OF DIRECTORS
Monday February 26, 2024, 5:00PM
Suisun City Council Chambers

Board members present: Laura Cole-Rowe, John Harter, Megan Smith, Debra Newsome, Elaine Byers
City Staff: Janet Hull, Chris Lofthaus
Guests: None

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:

Suisun Farmers Market Conversation with Chamber: Laura talked to Fairfield Farmers Market and they will start the market after Mother's Day (the 2nd Sunday of May). The Suisun Farmers Market will be held in the Harbor Plaza. The Suisun Farmers Market will also be partnering with the Jazz series starting the Sunday after July 4th (July 9th).

Approval of Minutes – January 22, 2024

Motion: *Board Member Harter made the motion to approve the minutes. 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
Byers -	Yes

Financial Report – January 2024

Motion: *Board Member Harter made the motion to approve the financial report. 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
Byers -	Yes

Old Business

- A. General meeting/town hall attendance –** Newsletter was sent out and 42% opened it but only 2 people showed up
- B. Job description – Social Media/Website Coordinator presented by Cole-Rowe –** A draft was presented to the board for approval and to make any changes if needed. It was stressed that the applicants need to be suitable to our needs. Will begin search after the March joint meeting for suitable candidates. Once there are 3 to 4 candidates, the interview process

will begin. Cole-Rowe and Newsome have volunteered to be on hiring committee. Cole-Rowe will research how many members need to be on the hiring committee.

Motion: Board Member Harter made the motion to approve the minutes. 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
Byers -	Yes

C. Mother's Day 2024 – Brenda Mossa has signed contract. \$1200 budget for 2 bands. Harter has a contact that will give us 10 cases of Champagne for a good deal. Craft & Cork (Newsome) has stated that she can get Champagne at wholesale prices. Will pick up orange juice closer to event. Asked for volunteers to help with event, prior, during, and after.

D. Marketing Workplan Approval – possibly a 2nd restaurant week or month. Partnership with other businesses. September/October is a slow month for restaurants per Smith.

Motion: Board Member Harter made the motion to approve the Marketing Workplan. 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
Byers -	Yes

New Business:

City Signage Replacement. Hull stated that the sign on Railroad and Sunset should be completed by 2/27/2024 or 2/28/2024. The Mother's Day sign will be placed as soon as completed. The sign on Hwy 12 that was located at the new Harbor Freight store will be moved East between the walking bridge on 12 and Emperor. Construction of the sign will begin once holes are dug. Once Mother's Day is over, the city will be putting up the 4th of July signs.

Business Watch Application and Program – Looking into WhatsApp that will handle 2000 max emails. Will need to update emails and get a solid Data Base for the businesses. This will help businesses with non-emergency police matters, such as counterfeit bills, stealing, etc. Will be looking more deeply into it. Cole-Rowe is hoping to do a newsletter once per month. Wants to include EDC applications for loans and Grant information. Need to get the information out.

Future Meetings:

March 18, 2024 – Joint meeting with City Council

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 5:35pm with the following roll call vote:

The motion passed with the following roll call vote:

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

CITY COUNCIL AND BUSINESS
IMPROVEMENT DISTRICT
Alma Hernandez, Mayor
Princess Washington, Mayor Pro Tem
Jenalee Dawson, Member
Marlon L Osum, Member
Amit Pal, Member



CITY COUNCIL AND BUSINESS
IMPROVEMENT DISTRICT MEETING

MINUTES
SPECIAL JOINT MEETING OF THE SUISUN CITY COUNCIL
AND
SUISUN CITY HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
MONDAY, MARCH 18, 2024
5:00 PM

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

*JOINT MEETING OF THE SUISUN CITY COUNCIL
AND SUISUN CITY HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT
MEETING IS HELD IN-PERSON - PUBLIC PARTICIPATION IS ALSO AVAILABLE VIA ZOOM*

*ZOOM MEETING INFORMATION:
WEBSITE: <https://zoom.us/join>
MEETING ID: 854 0541 3663
CALL IN PHONE NUMBER: (707) 438-1720*

*REMOTE PUBLIC COMMENT IS AVAILABLE FOR THE CITY COUNCIL MEETING BY EMAILING
CLERK@SUISUN.COM (PRIOR TO 4 PM), VIA WEBSITE, OR ZOOM 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.)*

ROLL CALL

Mayor Hernandez called the meeting to order at 5:03pm with the following Council and BID Board Members present:

PRESENT:

Council: Dawson, Hernandez, Osum, Pal, Washington

BID Board Members: Byers, Cole-Rowe, Harter, Newsom

ABSENT: Gandy, Smith

Pledge of Allegiance led by Laura Cole-Rowe.

Invocation was given by Clerk Skinner.

CONFLICT OF INTEREST NOTIFICATION None

(Any items on this agenda that might be a conflict of interest to any Councilmembers / Commissioners should be identified at this time.)

REPORTS: (Informational items only.) None

1. Interim City Manager/Business Representatives/Staff.

PUBLIC COMMENT

(Request by citizens to discuss any matter under our jurisdiction other than an item posted on this agenda per California Government Code §54954.3. Comments are limited to no more than 3 minutes unless allowable by the Mayor/Chair. Speaker cards are available on the table near the entry of the meeting room and should be given to the City Clerk. By law, no prolonged discussion or action may be taken on any item raised during the public comment period, although informational answers to questions may be given and matters may be referred for placement on a future agenda.)

Steve Olry commented on the lack of information about events that took place at the waterfront this past weekend and suggest some type of billboards along Main Street are needed to promote the downtown area.

George Guynn commented on the need to change the city auditor as well as the city attorney and supported billboards along Main Street.

Catherine Brown commented on business owners and employees taking up street parking and leaving nothing for customers; sycamore trees dropping seeds which need to be vacuumed or picked up and not blown into the air; hedges are being trimmed incorrectly and clippings are being left inside the hedges and not picked up; the comic book store needs refreshing.

BID Board Member Megan Smith arrived at 5:14pm.

COUNCIL/BOARDMEMBER COMMENTS

2. Council Updates.

Vice Mayor Washington thanked the BID Members for being present and for all they do.

Mayor Hernandez thanked BID Members for all being here tonight.

3. Boardmember Comments.

Chair Laura Cole-Rowe thanked Council for hosting the joint meeting.

GENERAL BUSINESS

4. City Council and Suisun City Historic Waterfront Business Improvement District (BID) Joint Workshop - (Lofthus: klofthus@suisun.com).

Deputy CM Lofthus did an introduction and turned it over to BID President Cole—Rowe. Ms. Cole-Rowe gave an explanation of what a Business Improvement District is, their services, events, tourism promotion, capital improvements, laws/ordinances regarding BID's, formation and annual authorization process. Downtown associations' comparisons.

Discussion by Council and Board Members.

PUBLIC COMMENTS

George Guynn commented their needs to be a capable person hired to bring in new businesses.

Steve Olry commented that that the BID deserves a portion of the ARPA funds; and why isn't new city manager present for this discussion.

Mike Zeiss hopes that some of the items discussed get agendize; discount cards for local businesses; and suggested BID link up with Suisun Valley Business Development.

Catherine Brown commented on the new vacuum truck and hopes it will be used more to keep old town clean; suggested swan boats or paddle boats that can be rented.

Continued discussion on ideas of promoting the "historical" aspect of the downtown; interactions with city staff; economic development plan; a needs assessment; city investing more in the BID; working with Solano Community College for an intern program; speed in downtown, "protect our town, drive safe" signs.

Consensus for formal direction for items to come back to the Council:

- **Funding for BID**
- **Marketing**
- **Review for business license**
- **Night time street sweeping to add to Republic Services conversation**
- **Curb painting and parking lot striping**
- **Light up bulletin board at Hwy 12 and Penn Ave as well as redo the entire board**
- **Funding for a marketing consultant not only for waterfront by the businesses**

AYES: Dawson, Hernandez, Osum, Pal, Washington

BID items

- **April 1, brain storm marketing plan**
- **April 15 regular membership meeting**

Will drop off more postcards to the hotel; members bring back ideas for a map for the hotel; any personal ideas board members would like on the agenda, please send to Laura.

5. Suisun City Historic Waterfront Business Improvement District (SCHWBID) Draft Marketing Work Plan February 2024 - (Cole-Rowe).

Chair Cole-Rowe spoke on items that the BID will follow-up on:

- **Training program for front line at hotels**
- **Educate businesses**
- **Way-finding signs**
- **New resident info**
- **Applying for grants**
- **Future leadership**
- **Field trips to go to other downtown business**

PUBLIC COMMENT

George Guynn commented on reaching out to former BID member Mike Hudson for suggestions.

Catherine Brown commented on the city providing Easter activities.

Mayor Hernandez reported on the Easter Egg Hunt activities that are taking place in Suisun.

REPORTS: (Informational items only)

6. Non-Discussion Items.

ADJOURNMENT

There being no further business the meeting was adjourned at 7:12pm.

Anita Skinner, City Clerk

Suisun City Waterfront BID

Checking (7199), Period Ending 02/29/2024

RECONCILIATION REPORT

Reconciled on: 03/11/2024

Reconciled by: Kristie Shields

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

Summary	USD
Statement beginning balance	11,693.58
Checks and payments cleared (4)	-2,368.91
Deposits and other credits cleared (0)	0.00
Statement ending balance	<u>9,324.67</u>
Uncleared transactions as of 02/29/2024	-285.00
Register balance as of 02/29/2024	9,039.67
Cleared transactions after 02/29/2024	0.00
Uncleared transactions after 02/29/2024	-235.27
Register balance as of 03/11/2024	<u>8,804.40</u>

Details

Checks and payments cleared (4)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/05/2024	Bill Payment	3581	B&K Tax Service	-505.00
02/15/2024	Expense		Constant Contact	-81.00
02/16/2024	Bill Payment	3585	Daily Republic	-580.00
02/19/2024	Bill Payment	3587	M & M Sanitary LLC	-1,202.91
Total				-2,368.91

Additional Information

Uncleared checks and payments as of 02/29/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
02/16/2024	Bill Payment	3586	B&K Tax Service	-285.00
Total				-285.00

Uncleared deposits and other credits as of 02/29/2024

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

Uncleared checks and payments after 02/29/2024

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
03/11/2024	Bill Payment	3589	State Farm Auto Insurance	-35.27
03/11/2024	Bill Payment	3588	Laura Cole-Rowe	-200.00
Total				-235.27

Suisun City Waterfront BID

Westamerica Bank Check Detail

February 2024

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	CLR	AMOUNT
Checking (7199)						
02/15/2024	Expenditure		Constant Contact	CONSTANTCONTACT XXXXXX5506 / LAURA COLE CONSTANTCONTACT XXXXXX5506 / LAURA COLE	R	-81.00 81.00
02/16/2024	Bill Payment (Check)	3585	Daily Republic		R	-580.00 -580.00
02/16/2024	Bill Payment (Check)	3586	B&K Tax Service			-285.00 -285.00
02/19/2024	Bill Payment (Check)	3587	M & M Sanitary LLC		R	-1,202.91 -1,202.91

Suisun City Waterfront BID
Westamerica Bank Balance

As of February 29th 2024

Checking (7199) 9,324.67

TOTAL \$ 9,324.67 \$ 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	1,203.00
				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	162.00
	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	2,230.00
	Net Ordinary Income	750.00	3,476.55	0.00	

AGENDA ITEM 7.A

Item	Who is responsible	Cost/Cost Estimate	Due by:	Status	Notes
Sign contract with Brenda	Laura	\$ -	1/31/2024	Done	
Get permit/permission from city for event	Laura	-	2/26/2024	Done	
Book Entertainment	Laura	\$ 1,200.00	ASAP	Done	
Book Vendors	Brenda	-	Continuous	Continuous	
Website Update on Event	Laura	\$ -	3/1/2024		
Social media - FB/Twitter - paid ads as we get closer; otherwise mention every ten days	Laura	\$ 200.00	3/1/2024	In progress	
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	3/15/2024		Donation
Health Permit for BID	Brenda/Laura		3/15/2024	In progress	
Order champagne glasses - how many	Laura	\$ 2,000.00	3/31/2024	Done	
Ad - Breeze - May Fairfield/suisun only	Laura	\$ 400.00	3/20/2024	Done	
Press release for Breeze for all issues	Brenda	\$ -	For April, May	In progress	
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	In progress	
Check inventory for wristbands; order if needed	Laura	\$ 35.00	4/1/2024		
First Round of Press Releases - DR, VV Reporter, KUIC & calendar on websites	Laura	\$ -	4/1/2024		
BOE Permit	Laura		4/10/2024		
Get Liquor License (no more than 30 days in advance)	Laura	\$ 52.00	4/10/2024		
Order Porta Potties (include hand washing stations)	Laura	\$ 1,200.00	4/15/2024		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		