



AGENDA

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

Thursday, February 17, 2022

5:00 PM

Suisun City Council Chamber Via Zoom
701 Civic Center Blvd.
Suisun City, CA 94585

NOTICE

Pursuant to Government Code Section 54953, Subdivision (b), and in accordance with the provisions of SB 361 (2021) the following Suisun City Historic Waterfront Business Improvement District Meeting includes participation by teleconference. The public may attend the meeting via the Application, Zoom.

*DUE TO CORONAVIRUS COVID-19 THE HISTORIC WATERFRONT BUSINESS IMPROVEMENT
DISTRICT MEETING WILL BE HELD VIA THE APPLICATION, ZOOM*

ZOOM MEETING INFORMATION:

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

WEBINAR ID: 816 2478 0180

CALL IN PHONE NUMBER: (707) 438-1720

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

1. Call Meeting to Order

2. Introductions

- i. City Representatives, City of Suisun City
- ii. Business Representatives
- iii. Guests

3. Public Comment

4. Board Comment



5. Approve Minutes of January 20, 2022

6. Treasurer's Report (oral – no written as we are between bookkeepers)

7. New Business

- A. Discussion with Sharyn (Sherri) Scarrott, EA on SCHWBID bookkeeping

8. Old Business

- A. Board Planning Session – accept report (attached)
- B. Update SCHWBID Media & Marketing Plan and timeline (original report Feb. 2021) attached
- C. Mother's Day – Sunday May 8 – contract sent; discussion and assignments of timeline (attached)
- D. Website updating/Constant Contact/Instagram & Twitter passwords – Laura/Magda

9. Upcoming BID Meetings:

Thursday, March 17, 2022 – 5:00 PM

Suisun City Waterfront Business Improvement District Board Retreat Minutes January 10, 2022

6:00pm Role Call: Laura, Magda, Shelly, Johnny, Megan (via phone) Chris (City of Fairfield)

1. Board roles & responsibilities
 - a. Discussion about executive officers and current responsibilities. Most board members are not interested in the president role. Magda may consider. Election of officers take place in April 2022. Budget discussion ensued. \$42,000 per year in membership dues. Megan suggests delegating more of the workload to contract assistant, Gabrielle. Megan also notes she sees the BID as a marketing vessel. Laura mentions that the board needs to review Gabrielle's background and skill set.
 - b. Johnny notes that this BID would not exist without Laura.
 - c. Shelly mentions that Kim at nail salon is interested in joining the board.
 - d. Homeless discussion. Shelly asks if the BID can address the homeless issue. Megan notes that this issue is a California epidemic and [not within the scope of work of the BID].

2. Marketing plan
 - a. Magda discusses that businesses are angry [past frustration] but too busy to get involved in the BID.
 - b. Chris suggests that the BID should hire a coordinator. Margaret [facilitator] notes that the BID was structured with a stipend contractor for many years and Mike Hudson publicly complained that funds were being squandered. Also noted that the City Manager at the time believed that the BID should run as an all-volunteer organization. Board all agrees that they wish to return to paid staff and hire a coordinator and return to the format in the past. Laura will work on a job description and has agreed to train a coordinator to assist the BID.
 - c. All agree that marketing and promotion should be the focus of the BID
 - d. Chris notes that the city is hiring a Development Services Director to assist with business recruitment and retention. Business recruitment and retention discussion ensued.
 - e. Johnny notes that litter pick-up is not the best use of BID funds. All agree to reduce frequency.
 - f. Shelly discussed "light up Mainstreet". Megan shares her research and will speak offline with Shelly to discuss feasibility.
 - g. Chris will connect BID board with new Public Works Director contact information
 - h. Shelly and Johnny discuss business owners with large social media following and will reach out to them and ask them to share BID event information. Social media discussion ensues.

- i. Laura notes the website challenges. Domain name needs to be transferred to the BID from Mike Hudson. Chris will research the possible conflict of interest with the city.
 - j. Welcome Packet to include
 - k. Welcome letter with a brief description of the BID, Post Card with a QR code to the business directory, and a magnet with emergency contact information. Will follow up with City staff to distribute postcards.
3. Margaret discusses the benefits of serving on a board. Notes that announcements should be made to highlight board members. Utilize newsletters to spotlight board members. Magda notes she would like to bring Small Business Day to Suisun in May. Discussion ensued regarding vendors during event. Should the BID offer business owners first right of refusal? Magda would like to be involved in recruiting vendors herself for upcoming events.
4. 2022 Calendar BID events
 - a. Restaurant Week
 - b. Mother's Day Event
 - c. Art, Wine & Music
 - d. Annual Mixer – will select a date to invite members to mixer
5. Policy Manual
 - a. Laura notes that requests for BID services/involvement should be added to policy manual
 - b. Shelly discusses Harbor Master sign management
 - c. Laura will create a job description for admin support contractor
6. Board member assignments
 - a. Shelly & Megan: Tree Light budget and sponsors to fund program
 - b. Laura & Magda: Bookkeeper job description
 - c. Shelly: Manage Harbor Master signage to promote BID events
7. Business Listing discussion ensued
 - a. Members in good standing list needs updating



MINUTES

WATERFRONT BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Thursday, January 20, 2022 Via Zoom

1. Call Meeting to Order at 5:08 pm

2. Introductions

i. City Representatives, City of Suisun City

- Suisun City Admin

- Kris Loftus

ii. Business Representatives

- Laura Cole-Rowe – President

- Magda Funk – Treasurer

- John Harter – Board Member

- Megan S - Board member

- Marina Wills – Wiseman Company

iii. Guests

3. Public Comment - none

4. Board Comment

Laura > Council liaison – no reset to vote, but listen

5. Approve Minutes of, December 16, 2021

Motion to approve by Magda/Megan 2nd/ all in favor

6. Treasurer's Report

Presented by Magda – update on the account balances for the two banks and bills that were paid

Motion to accept – Laura 2nd, all in favor

7. New Business

A. Written criteria for next bookkeeper/selection of new bookkeeper; transition of documents and electronic media

Looking for new bookkeeper

Christy dropped off all copies of records on 12/7

Magda is changing passwords

Magda confirmed that checks and documents are in her possession

Magda called around and interviewed potential local bookkeepers, but did not have a complete job description to guide her in her interview process.

Megan reached out to Luanne, previous BID bookkeeper, to learned if interested to be hired for the position.

Discussion between BID board members about bookkeeper responsibilities. Mentioned the need to understand charges and have bookkeeping and CPA abilities

Magda suggested to arrange a zoom interview with potential candidates and discuss pay for:

- \$/hour bookkeeping
- \$/hour taxes
- Schedule
- Sales reports for events and more

Magda designated to pay the bills in the meantime

B. Mother's Day event – discussion with Brenda Mossa

Laura read proposal from Brenda Mossa

Laura – booth with screen can do a better job on serving mimosas

- Recommended real mimosas
- Opened the topic for discussion

Megan – supported Laura and agreed on pursuing closing the contract with Brenda

John – took the responsibility to help with hiring musicians for the event

Laura agreed to get the contract drafted

Magda brought up discussion about goods stored at Virgil's and questions about how to get possession of it.

8. Old Business

A. Restaurant week 2022 – January 12-23, 2022 – update

Menus were received from most restaurants.

John did the posting on Facebook using Laura's personal credit card

History of Restaurant week – usually busy, but this year because of Covid, the impact was noticeable. This comes on top of food and alcohols supply shortage

Was agreed that one/year for restaurant week is enough

B. Council hearing for BID Renewal 12-21-21 – No objections; council approved.

Board Planning Session – discussion, assignments for board members, job description for contracted helper, next steps for media/marketing plan timeline

Laura has mentioned the need of establishing next steps for marketing and media approach

This topic must be put on the agenda every month and stay on top of it

In the past emails with updates were sent to customers and members – something to consider going forward – try it – 1 email/month

Breeze – contract is up – ends soon/ need to review before extending

Welcome package – Magda agreed to take responsibility on handling

D. Website updating/constant contact – Laura

Website updates – Laura still can't get access to it

- Magda will contact Mike Hudson to solve the issue and get access to website.

9. Date and Time of Next BID Board Meeting:

February 17, 2022 – 5:00 PM – Suisun City Hall/Zoom

Meeting adjourned at 6:33 PM

SCHWBID

media and marketing plan

2021 Proposed Program of Work Revised Feb. 2021

SUISUN CITY HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT

SCHWBID will continue to concentrate on marketing the Waterfront District of Suisun City as a regional and a local destination. The overall SCHWBID Media Marketing will focus on two district market segments that can generate traffic and sales:

- *Local/Downtown Suisun City Employees and Residents (when restrictions off/re-opened – estimated Summer 2021)*
- *Metro Area Residents & Visitors (area to be defined)*

SCHWBID Media Marketing

- Waterfront District Businesses Directory Brochure or Booklet (request city's business license list and monthly update of new business licenses)
- Welcome Package/ New Business Orientation Program (brochures done; need letter, perhaps offers from downtown businesses?)
- Facebook, Instagram & Twitter
- Marketing in local channels TV & Radio (hold for now; need to develop message – cost may be prohibitive)
- Website Updating and Promotion
- E-Newsletters

Directory Brochure

Instead of printing the Waterfront District Businesses Directory Brochure, because of cost and it becoming outdated quickly, instead print a professionally designed postcard with QR code that will go directly to the SCHWBID website to access information on businesses and events.

1. Keeping website updated will be important
2. Less paper used/wasted.

3. Brochure racks will not be necessary.
4. New pictures of Waterfront District area needed
5. Include postcard in the welcome package for new businesses.
6. Cost for postcards only (not design) for 5,000 is about \$140 online
7. Distribution to members, including two hotels and train depot.

Welcome Package

*Waterfront District Businesses **Welcome Package** to include:*

1. Welcome Letter
2. Waterfront District Business postcards for their place of business
3. Map of the City and/or Waterfront souvenir (look at magnet with important phone #s – police, fire, city hall, etc.)
4. Sheet of welcome coupons from Waterfront businesses

Welcoming Package is a great way to meet new business owners, **acquire contact information** and invite new owners to participate in SCHWBID events.

Facebook/Instagram/Twitter

Social Media Marketing for Members – SCHWBID market members businesses through our social media channels at no cost to them.

UPDATE: The Look – use our newer Logo to be updated, seasonal image change, general update

SCHWBID Marketing Goals for Facebook/Instagram

1. **Business of the Week** – feature one business per week with their logo, information, what they do, products, discounts, etc.
2. **Events** – when we are able to do events again, these would be featured – consider paid boost when appropriate
3. **Combine Facebook and Instagram** – need login and password for Instagram to combine in Business App for easier one-time post that targets both sites.

Local channels TV & Radio

Before we begin marketing on local TV and radio, SCHWBID will need to talk about the following: demographics of the audience to reach – not only for TV & Radio, but for our segments (Local and Visitor). What is our message, costs and methods to determine return on investment (ROI) or if we are image advertising?

Image advertising for SCHWBID would be aimed at the creation of a specific image for our brand. We need to figure out our brand – is it reliability, luxury, trust, ruggedness or style? Are we a destination?

7 Best Methods to Advertise a Travel Destination

1. Show people what they want to see, not what you want to show
2. Design your ads to plant a long-term image
3. If necessary, reinvent the image of the place
4. Highlight unique subjects based on your audience
5. Use high-quality, image-driven content
6. Use a clear call to action
7. Biggest obstacles are cost and fear

Local Advertising would include

- 1. KUIC Ads** – Hold discussion if this is an advertising venue for image or better to use for events
- 2. Local TV Channel** – Feature Local Businesses or Events – we have not used this in the past – with viewers “cutting the cord” – we need to discuss
- 3. Your Town Magazine** – Magda to contact for costs
- 4. Gold Mine Magazine** (Daily Republic option-less expensive) – Laura to explore with Robert at DR.
- 5. Daily Republic** – Previously, we had a weekly page in color in the DR that didn’t cost the district – we advertised events for the month; the ads below were for district businesses at a reduced rate. Laura to explore with Robert at DR for when we are able to hold events again. Note: our ad space could not advertise other businesses – just events.

Write a comprehensive visitor attraction plan.

Website

www.suisunwaterfront.com

1. Maintained and Modernized
2. Updated content, including news releases
3. Social Networking/Linking Businesses
4. Marketing Business members events or specialties

Connecting Members: Must maintain a close relationship with Waterfront businesses to know needs and upcoming events of each individual business.

E-Newsletter

- E-Newsletters Social Media
- SCHWBID to encourage members to share updates.
- Monthly if done on volunteer basis – one month to visitors and businesses; one month to only businesses/city/elected officials, etc.

Note: "Breaking News" can be sent on via email (blind copied)

Estimated Budget

See spreadsheet for revised budget

Mother Day 2022 workplan First Draft

Item	Who is responsible	Cost/Cost Estimate	Due by:	Status	Notes
Book Vendors	Brenda	-	Continuous	Continuous	
Book Entertainment	John	\$ 700.00	ASAP		
Design/Order Postcards (5,000)	Laura/Brenda		ASAP		
Website Update on Event	Laura	\$ -	2/15/22		
Inform BID members/assoc. members about event by email; include application & volunteer opportunities	Laura		Start on 2/15/22		
Volunteer solicitation/recruitment	Magda/Shelly/All	\$ -	Start on 2/18/22		Need list of who the board has contacted to make database; all board members need to volunteer and/or recruit volunteers
Contact Boy Scouts for setup/breakdown	John		3/1/22		
Get permit from city for event	Laura	-	3/1/22		
Social media - FB/Twitter - paid ads as we get closer; otherwise mention every ten days	Laura	\$ 250.00	3/1/22		
Order champagne glasses - how many	Magda works w/Laura		3/1/22		
Ad - Breeze - April & May	Magda works w/Laura	\$ 400.00	3/1/22		
Health Permit for BID	Brenda/Laura	\$ 400.00	3/15/22		
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		Goes up in April		
Order wristbands	Magda	\$ 35.00	4/1/22		
Distribute postcards and posters to downtown, city, etc.	Brenda/Magda	\$ -	4/1/22		
Order Porta Potties (include hand washing stations)	Magda		4/1/22		Expensive - work on minimums
First Round of Press Releases - DR, VV Reporter, KUIC & calendar on websites	Laura	\$ -	4/1/22		
Order tables, chairs, etc. from Platinum Services	Brenda/Laura		4/1/22		
BOE Permit	Magda		4/10/22		
Get Liquor License (no more than 30 days in advance)	Laura	\$ 50.00	4/10/22		
DR Ads	Laura		Place by 4/15/2022		
Second Round of Press Releases - Patch, DR, VV Reporter	Laura	\$ -	4/15/22		
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	\$ -	Comes w/ city trailer; check on 4/25/2022		
Place event signs downtown/other	Magda/John	\$ -	5/1/22		
WEEK BEFORE EVENT					
Order Ice from Virgil's	Laura				
Purchase water, champagne and OJ for event for sale at BID booth	Laura/Magda				
Toilet paper for porta potties - ck inventory list - get more if necessary	Magda	\$ 10.00			
Get glasses and wristbands from storage	Laura		Done		
Delivery of Porta Potties - lock them up!	Magda	\$ -			
Update sign in back of the Ticket Sale Booth showing price and what you get for \$		\$ 20.00			
Set up 3 10 x 20 tents day before event - get volunteers					
Pick up trailer & set behind Tiza Art	Mike/Megan?		Thursday 5/5/2022		
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 wine/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	Magda				