



## **AGENDA**

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

**Thursday, September 24, 2020**

**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 Executive Order released on March 12, 2020, 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:** 882 5209 8799

**CALL IN PHONE NUMBER:** (707) 438-1720

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

#### **1. Call Meeting to Order**

#### **2. Introductions**

- i. Greg Folsom, City Manager for Suisun City
- ii. Business Representatives
- iii. Guests

#### **3. Public Comment**

#### **4. Board Comment**



**5. Approve Minutes of July 23, 2020, August 20, 2020, and September 17, 2020 meetings**

**6. New Business**

- A. BID Draft Budget and Report for 2021 for October 6 Council meeting
- B. Trunk or Treat Event on Sat. October 31 – can we hold?

**7. Date and Time of Next BID Board Meeting:**

October 15, 2020 – 5:00 PM – Suisun City Hall/Zoom



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

**Thursday, August 20, 2020**  
**Suisun City Council Chamber Via Zoom**

**Board Members present:** Harter, Cole-Rowe, Nathan-Funk, Kontogiannis, Smith, Hudson, Lessler

**City Staff Present:** Greg Folsom, Kris Loftus

**Business Representatives:** Parvaneh Tavakol

**Call to Order** - The meeting was called to order at 5:06 pm by President Cole-Rowe

**Introductions** – self introductions were made

**Public Comment** - Parvoneh mentioned that because of the fires is Xfinity access is open to everyone.

**Approve Minutes of July 23, 2020 Meeting** – Tabled until next meeting

**Treasurer’s Report** - Laura reached out to Luanne to get the financial report. Due to power outage (fire impacted her neighborhood), Luanne was unable to provide the report right away. She did send it out as soon as she had electricity and was able to access the report on the computer. The report was received earlier today (Laura shared screen to show the report). In order for the board to look at completely, this is tabled until the next meeting and Laura will send the report out to all. Current Savings \$42,572.46 Current savings + assets \$44,538.43. Sums of current balance, expenses and assets were shown on the treasurer report. The equipment on the report is the trailer, chairs, tables, glasses. Luanne will meet with Magda, Laura and Megan. There are multiple accounts as the board wanted to make sure that the history of income and spending is available to the new board and the city for the review. Currently Mike Hudson, Megan Smith, Tony Oddo and Shelly Kontogiannis are on the signature cards. The signature cards will be updated. Treasurer’s report tabled to the next meeting so that board will have a chance to review.

**New Business**

**A. City Update** – Folsom – Councilmember Day is in the hospital. Community center was opened to evacuated people and Governor Newsom stopped by. There is an upcoming election for Suisun City Council.

**B. COVID-19 Update** – Folsom - outdoor dining only for restaurants; retail can apply to move outdoors; Cast Iron/Los Altos/Babs/Tiza Art/Chianti/Joy of Eating/Athenian Grill/Harbor Theatre were approved for outdoor dining.



**C. Repair/replacement of banners/broken banner arms in district** - Cole-Rowe reported that 2-4 brackets are damaged. Discussion followed. Motion by Magda, seconded by Steve to repair the broken banner arms. Motion carried.

**D. Quotes for signs on Highway 12 / Gas Station; Highway 12/Pennsylvania; Sunset/Railroad** – Cole-Rowe reported on the possibility to put signs on the billboard as they have been empty since there are no events to advertise. Discussion followed including questions as follows: Can we advertise individual businesses on the billboard – no, as the billboards are owned by the city and they cannot single out any one business – only nonprofits can advertise their events or a general message. Can we advertise business categories – yes – that has been done previously but only restaurants. Direction was given to get a clear message on the signs and bring back samples from Clear Image.

**E. Signs for Windows** – Cole-Rowe reported that Kontogiannis found signs at Staples to thank first responders for \$14 each. Direction was given to get a quote from Clear Image to design and print.

**F. Art, Wine, Music Festival – cancelled (informational)** – Cole-Rowe stated that she had a phone call with Brenda Mossa who confirmed that the craft vendors were cancelled. Greg reiterated that all events are canceled for the year. Kris Lofthus stated that the City will decorate the tree, but no event to light the tree. Laura mentioned that the car cruise event the city did was great – could a music event be done at the same time next time? Kris said yes as long as it's not advertised and that a car cruise event is scheduled for 9/26 /20.

Steve mentioned that the Rotary club is holding a new version of their Brew Bash event – because of COVID-19, they put together “Brew Bash in a Box.” Attendees will show up the day of the event and pick up their box of craft beer at Sheldon Plaza on Driftwood Drive downtown to take it home to enjoy with friends. Tickets are online. Kris mentioned that last time they had 15% off coupons to restaurants for the ones that attended the event. Laura will coordinate with Steve about how to do this.

Laura does not yet have the passwords to Facebook, the website or Constant Contact. Greg will ask for those passwords.

**G. BID Directors Terms** – Cole-Rowe – tabled until next meeting

**H. BID Fees – Informational /Form Committee/Ad-Hoc** - Folsom requested that an ad-Hoc Committee be formed to make recommendations to the city council on 1) waiving 2020 BID fees; 2) any reduction of fees for 2021 including elimination of zones. Laura, Magda, John and Greg will meet ASAP for the recommendations and bring back to the board.

## 7. Old Business

**A. Update on Proposed Bylaws Changes** – Folsom Changes that were made from the previous meeting were in the package. Added was a change on page 14 – added “ballot should be mailed or voted on electronically.”



Need to decide the number of board members. It is 9 now, discussion on lowering to 7 or 5. Discussion followed. Steve Lessler moved to have 7 board members; Magda seconded the motion. Vote taken; motion passed with one opposed.

**Bylaws, continued** – For zone representation amend to – “representation on the board should be encouraged from each of the three zones” Should the zones be eliminated, the bylaws will be amended at a later date. Motion to approve this by John, seconded by Hudson. Motion carried.

**B. Update on Trash Pick-Up Services** – Cole-Rowe – Solano Diversified Services has agreed to a 3 month contract. Laura will talk to Julie regarding the details of the area served and to make sure the contract is in SCHWBID’s name. As approved at the July meeting, the contract can go up to \$1200 per month.

**8. Economic Pandemic Impact Citizens Advisory Committee Update – Update regarding outdoor dining given earlier.**

**9. Items for Next Meeting** – Hudson requested to Mike place Marketing and Media Plan on next agenda.

**10. Date and Time of Next BID Board Meeting** – Because we need to move forward with items regarding the BID renewal and the recommendations on zones and fees, we will hold an additional meeting for one hour only on Thursday, September 3, 5:00PM.

Motion to adjourn by John, seconded by Magda; motion passed unanimously. Meeting adjourned at 6:42P

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<b>Suisun Historic Waterfront BID</b>					
<b>2021 Budget DRAFT</b>					
				<b>Draft 2021 Budget</b>	
	Ordinary Income/Expense				
	Income				
	REVENUE				
		Mothers Day Income	10,000.00	**	
		Business Assessments	<b>11,875.00</b>		
		Art Wine Income	10,000.00	**	
		Total REVENUE	31,875.00		
		Transfer from reserve	12,000.00		
		Total Income	43,875.00		
	Expense				
	Advertising Expense				
		Electronic Media	650.00		
		Print Media	1,500.00		
		Social Media Campaigns	600.00		
		Marketing Program	11,250.00		
		Total Advertising Expense	14,000.00		
	<b>Event Expenses</b>				
		Art, Wine & Chocolate Festival	2,500.00		
		Mothers Day Craft Faire	2,500.00		
		Restaurant Week	2,000.00		
		BID Mixer	600.00		
		Total Event Expenses	7,600.00		
	<b>Operating Expenses</b>				
		Accounting Fees	1,200.00		
		Bank Charges	35.00		
		Contract Labor	3,000.00		
		Insurance	2,000.00		
		Miscellaneous Expenses (banners, etc)	700.00		
		Office Supplies	450.00		
		Postage, shipping, delivery	400.00		
		Tax Preparation	550.00		
		Taxes	200.00		
		Web Hosting & Upgrades	495.00		
		<b>Total Operating Expenses</b>	9,030.00		
		<b>Beautification - Cleanup</b>	14,400.00		
		Total Expense	45,030.00		
		Net Ordinary Income	-1,155.00		
		Net Income	-1,155.00		
		** Provided that we can hold events			

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**SUISUN CITY HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT  
2020 ANNUAL REPORT TO THE CITY COUNCIL**

(Submitted to City of Suisun City staff on September 30, 2020)

Dear Mayor Wilson, Suisun City Council Members and City Staff:

The Suisun City Historic Waterfront Business Improvement District (SCHWBID) is pleased to submit the attached annual report to the City Council. The report includes the following:

- **SCHWBID End of Year Report 2020** – Recaps our activities for 2020 and requests City Council to waive the 2020 BID fee, to eliminate Zones A, B and C for the BID fees and only have one fee schedule, and asks for the addition of one category.
- **SCHWBID Proposed Program of Work for 2021 – Future plans for 2021**
- **2020 Profit and Loss Statement (Income and Expenditures) vs. 2020 Budget**
- **Proposed 2021 SCHWBID Budget**

**SCHWBID End of the Year Report 2020**

SCHWBID experienced a very unusual year because of two factors - the COVID19 pandemic and the suspension of the 2020 BID fee assessment. In recent months, the SCHWBID has made progress in getting the district back on track by doing the following:

- Holding elections for board members as per the SCHWBID bylaws
- Electing a new slate of officers for the board of directors
- Contracting with Solano Diversified Services for litter pickup in the district three times a week beginning on September 21.
- Amendment of bylaws for language cleanup and to reduce the number of board members from nine to seven
- Installment of three “We’re Open for Business” billboards
- Monthly Meetings – With the assistance of the City Manager’s office, meeting notifications to all BID members are being sent; the city has hosted these meetings and recorded on Zoom. When there are pressing issues, the board has scheduled an additional meeting. The board meeting is frequently attended by department heads, and other city staff.



**Summary and Highlights of 2020 Activities**

**Overview Status of 2020 Budget**

No BID fees or other income was received for 2020 as of August 31, 2020. The balance in all checking and savings accounts as of August 31, 2020 is \$43,719.86.

**PROPOSED SUISUN CITY HISTORIC WATERFRONT BID FEE AMENDMENT FOR 2020 AND 2021**

At its September 3, 2020 meeting, the board of directors unanimously approved the following:

- To ask the City Council to waive the 2020 BID fee
- To ask the City Council to eliminate Zones A, B and C for the BID fees and only have one fee schedule as follows:

<b>Type of Business</b>	<b>Assessment Amount</b>
Retailers and Restaurants	\$200
Service and Professional Businesses	\$100
Lodging	\$10 per room
Financial Institutions	\$500
Beauty, nail salons, massage businesses and barber shops	\$25 per license
Cannabis Businesses	\$1,000

- To ask the City Council to add and expand the following categories
- **New categories:**  
**Cannabis Businesses:** Even though we do not have a cannabis business currently in the downtown district, we feel that this type of business would be willing to pay the fee. Cannabis businesses in other communities have been generous to their BIDs and PBID and often sponsor events and contribute to the association.
- **Change in a category:**  
**Beauty, nail salons, massage businesses and barber shops:** Currently only the owner of the “shop” is paying BID fees even though independent contractors within the shops hold a business license. We propose that all license holders pay an annual fee of \$25. There are an additional 32 business licenses that would be added for this.

**Estimated income:** With the reduced fees, addition of a new hotel, and the additional of 32 beauty operator licenses, we estimate the total amount of BID fees for 2021 would be \$11,875.



## 2020 Accomplishments

### Special Events

Our most visible activities are our special events. Unfortunately, COVID-19 forced us to cancel the majority of events including Mother's Day Artisan Fair, Art, Wine and Music Festival, Business Halloween Trick-or-Treat Promotion and Christmas at the Waterfront. We were however, able to hold Restaurant Week in January and some impromptu music events.

### 2021 Proposed Budget

Because of COVID19, we are uncertain at this time if/when we will be able to hold events in 2021. The budget addresses this and the Board of Directors approved the budget at its September 4, 2020 meeting. Reserve funds have been used for this budget.

## 2021 Proposed Program of Work

With a new Board of Directors, we will be looking at several items for the program of work for the upcoming year:

- **Media and Marketing Plan** – A committee was appointed at the September 17, 2020 meeting to write a Media and Marketing Plan for 2021. This may include the following items:
  - Waterfront District Dining and Business Directory Brochure
  - Miscellaneous Opportunity Marketing in local channels
  - Website Updating and Promotion
  - E-Newsletters – To the public and the membership
  - Social Media
  - Brochure display at Harbormaster Office and other places
- **New Business Orientation Program/Welcome Package**
- **Reinstatement of Business Watch**

The Board of Directors wants the Waterfront District and its businesses to succeed, increase the economic vitality of the area, be a clean and safe place for residents and visitors, and have a vibrant downtown area with empty buildings occupied and empty lots with new buildings and businesses. We realize that because of current economic conditions that this vision will be delayed. We look forward to working with the City of Suisun City again in the coming year, and provide input for future projects in the district, The Waterfront District in Suisun City is a special place in the Suisun City community and hopes to remain economically viable in years to come. SCHWBID looks forward to continuing its efforts to enhance it to the benefit of all involved.