



AGENDA

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

Thursday, February 18, 2021

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: 879 9119 4760

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 October 22, 2020, November 19, 2020, December 17, 2020, January 21, 2021



6. Treasurer's Report

7. New Business

- A. Media & Marketing Plan Approval, Budget & Timeline
- B. Mother's Day Event 2021 - cancelled
- C. Nominations Committee Appointment (per by-laws)
- D. BID Fee Waiver Request

8. Old Business

- A. Looking to the future for events – discussion/bring ideas
- B. Restaurant week – wrap up
- C. BID Fee Correction Letter from City

9. Date and Time of Next BID Board Meeting:

March 18, 2021 – 5:00 PM – Suisun City Hall/Zoom

Suisun Historic Waterfront BID

January 2021 Bookkeeping Report

Prepared By: Kristie Shields

Suisun City Waterfront BID

Checking (7199), Period Ending 01/29/2021

RECONCILIATION REPORT

Reconciled on: 02/05/2021

Reconciled by: Kristie Shields

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

Summary

USD

Statement beginning balance	32,698.32
Checks and payments cleared (4)	-905.00
Deposits and other credits cleared (0)	0.00
Statement ending balance	31,793.32

Uncleared transactions as of 01/29/2021	-1,600.00
Register balance as of 01/29/2021	30,193.32
Cleared transactions after 01/29/2021	0.00
Uncleared transactions after 01/29/2021	-1,076.12
Register balance as of 02/05/2021	29,117.20

Details

Checks and payments cleared (4)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/11/2021	Bill Payment	3387	S&J Advertising Inc	-500.00
01/11/2021	Bill Payment	3388	B&K Tax Service	-285.00
01/12/2021	Bill Payment		HBN Hudson Business Netwo...	-50.00
01/15/2021	Expense		Constant Contact	-70.00
Total				-905.00

Additional Information

Uncleared checks and payments as of 01/29/2021

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/11/2021	Bill Payment	3386	Solano diversified Services Inc	-1,140.00
01/12/2021	Bill Payment	3389	Clear Image Sign Co	-460.00
Total				-1,600.00

Uncleared checks and payments after 01/29/2021

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
02/04/2021	Bill Payment	3385	Clear Image Sign Co	-1,076.12
Total				-1,076.12

Suisun City Waterfront BID

WESTAMERICA BANK CHECK DETAIL

January 2021

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	CLR	AMOUNT
Checking (7199)						
01/11/2021	Bill Payment (Check)	3386	Solano diversified Services Inc			-1,140.00
						-1,140.00
01/11/2021	Bill Payment (Check)	3387	S&J Advertising Inc		R	-500.00
						-500.00
01/11/2021	Bill Payment (Check)	3388	B&K Tax Service		R	-285.00
						-285.00
01/12/2021	Bill Payment (Check)	3389	Clear Image Sign Co			-460.00
						-460.00
01/12/2021	Bill Payment (Check)		HBN Hudson Business Networks		R	-50.00
						-50.00
01/15/2021	Expense		Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	R	-70.00
				CONSTANTCONTACT 8552295506 LAURA COLE		70.00

Suisun City Waterfront BID
TRANSACTION DETAIL WESTAMERICA BANK
January 2021

DATE	TRANSACTION TYPE	NUM	ADJ	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Checking (7199)								
01/11/2021	Bill Payment (Check)	3386	No	Solano diversified Services Inc		Accounts Payable (A/P)	-1,140.00	-1,140.00
01/11/2021	Bill Payment (Check)	3387	No	S&J Advertising Inc		Accounts Payable (A/P)	-500.00	-1,640.00
01/11/2021	Bill Payment (Check)	3388	No	B&K Tax Service		Accounts Payable (A/P)	-285.00	-1,925.00
01/12/2021	Bill Payment (Check)		No	HBN Hudson Business Networks		Accounts Payable (A/P)	-50.00	-1,975.00
01/12/2021	Bill Payment (Check)	3389	No	Clear Image Sign Co		Accounts Payable (A/P)	-460.00	-2,435.00
01/15/2021	Expense		No	Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	Office Supplies & Software	-70.00	-2,505.00
Total for Checking (7199)							\$ -2,505.00	
Advertising & Marketing								
01/11/2021	Bill	173995	No	S&J Advertising Inc	1/2 page VV and 1/2 page FF	Accounts Payable (A/P)	500.00	500.00
01/12/2021	Bill	10053	No	HBN Hudson Business Networks	Web Development and monthly hosing fees	Accounts Payable (A/P)	50.00	550.00
01/12/2021	Bill	3006	No	Clear Image Sign Co	Banners and Installation Restaurant Week	Accounts Payable (A/P)	460.00	1,010.00
Total for Advertising & Marketing							\$1,010.00	
Legal & Professional Services								
01/11/2021	Bill	1005	No	B&K Tax Service	Invoice 1/1/21 1005	Accounts Payable (A/P)	285.00	285.00
Total for Legal & Professional Services							\$285.00	
Office Supplies & Software								
01/15/2021	Expense		No	Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	Checking (7199)	70.00	70.00
Total for Office Supplies & Software							\$70.00	
Repairs & Maintenance								
01/11/2021	Bill	203438	No	Solano diversified Services Inc	Litter pickup Landscape Maintenance Dec	Accounts Payable (A/P)	1,140.00	1,140.00
Total for Repairs & Maintenance							\$1,140.00	

Suisun City Waterfront BID

WESTAMERICA BANK BALANCE SHEET DETAIL

As of January 31, 2021

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	DEBIT	CREDIT	AMOUNT	BALANCE
ASSETS									
Checking (7199)									
Beginning Balance									32,698.32
01/11/2021	Bill Payment (Check)	3387	S&J Advertising Inc		Accounts Payable (A/P)		\$500.00	-500.00	32,198.32
01/11/2021	Bill Payment (Check)	3386	Solano diversified Services Inc		Accounts Payable (A/P)		\$1,140.00	-1,140.00	31,058.32
01/11/2021	Bill Payment (Check)	3388	B&K Tax Service		Accounts Payable (A/P)		\$285.00	-285.00	30,773.32
01/12/2021	Bill Payment (Check)	3389	Clear Image Sign Co		Accounts Payable (A/P)		\$460.00	-460.00	30,313.32
01/12/2021	Bill Payment (Check)		HBN Hudson Business Networks		Accounts Payable (A/P)		\$50.00	-50.00	30,263.32
01/15/2021	Expense		Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	Office Supplies & Software		\$70.00	-70.00	30,193.32
Total for Checking (7199)								\$ -2,505.00	
Accumulated Amortization									
Beginning Balance									13,821.87
Total for Accumulated Amortization								\$ -2,505.00	\$44,015.19
TOTAL ASSETS									
LIABILITIES AND EQUITY									
Equity									
Opening Balance Equity									
Beginning Balance									56,894.03
Total for Opening Balance Equity									
Retained Earnings									
Beginning Balance									
Total for Retained Earnings									
Retained Earnings									
Net Income								\$ -11,827.84	\$ -11,827.84
Total Equity								\$ -2,505.00	\$ -2,505.00
Total Liabilities and Equity								\$ -14,392.84	\$44,015.19
								\$ -14,392.84	\$44,015.19

Suisun Historic Waterfront BID

2021 Budget vs Actual

<u>Ordinary Income / Expense</u>	<u>2021 Budget</u>	<u>2021 Actual</u>
Income		
REVENUE		
Mother's Day Income **	\$10,000.00	
Busssiness Assessments	\$11,875.00	
Art Wine Income **	<u>\$10,000.00</u>	
Total Revenue	<u>\$31,875.00</u>	
Transfer from Reserve	\$12,000.00	
Total Income	\$43,875.00	
Expense		
Advertising Expense		
Electronic Media	\$650.00	
Print Media	\$1,500.00	\$500.00
Social Media Campaigns	\$600.00	
Marketing Program	<u>\$11,250.00</u>	
Total Advertising Expense	\$14,000.00	
Event Expenses		
Art, Wine & Chocolate Festival	\$2,500.00	
Mother's Day Craft Fair	\$2,500.00	
Restaurant Week	\$2,000.00	
BID Mixer	<u>\$600.00</u>	
Total Event Expenses	\$7,600.00	
Operating Expenses		
Accounting Fees	\$1,200.00	\$285.00
Bank Charges	\$35.00	
Contract Labor	\$3,000.00	
Insurance	\$2,000.00	
Miscellaneous Expenses (Banners, ect)	\$700.00	\$460.00
Office Supplies	\$450.00	
Postage, Shipping, Delivery	\$400.00	
Tax Preparation	\$550.00	
Taxes	\$200.00	

Web Hosting & Upgrades	<u>\$495.00</u>	\$50.00
Total Operating Expenses	\$9,030.00	
Beautification - Cleanup	\$14,400.00	\$1,140.00
Total Expense	\$45,030.00	\$2,435.00
Net Ordinary Income	(\$1,155.00)	
Net Income	(\$1,155.00)	

**** Provided that we can hold events.**

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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 ~~four~~ **two** district market segments that can generate traffic and sales:

- *Local/Downtown Suisun City Employees (when restrictions off/re-opened – estimated Summer 2021)*
- *Local Area Residents Combine with above*
- *Metro Area Residents & Visitors (area to be defined; more outbound in future)*
- *~~Prospective Businesses for Suisun City retail and Commercial District~~ (eliminate for now – perhaps in future have vacant or development properties)*

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 (connect pages – find Instagram & Twitter login)
- Marketing in local channels TV & Radio (hold for now; need to develop message – cost may be prohibitive)
- Website Updating and Promotion (website needs work)
- E-Newsletters (need Constant Contact login – define two types of newsletters – visitor/public and members)

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 (need Constant Contact login – define two types of newsletters – visitor/public and members)
- 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.

Wednesdays: E-Newsletters to its members and to visitors

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

Estimated Budget

See spreadsheet for revised budget

ITEM IN MARKETING PLAN	In Plan Budget	Revised	Notes
Directory Brochure or Booklet	\$ 2,500.00	\$ 1,000.00	Revising from brochure to postcard with QR code
Welcome Package/ New Business Orientation Program	\$ 600.00	\$ -	No cost - see schedule
Facebook and Instagram or volunteer	\$ 250.00	\$ -	No cost
Marketing in local channels TV & Radio	\$ 3,000.00	\$ 3,000.00	Future - need to discuss plans & ROI
Website Updating and Promotion	\$ 5,000.00	\$ 1,000.00	Includes hosting
E-Newsletters Social Media	\$ -	\$ 840.00	Cost of Constant Contact
Local Magazines, Newspaper	\$ 3,500.00	\$ 3,500.00	Future - need to discuss plans & ROI
Total	\$ 14,850.00	\$ 9,340.00	
LINE ITEMS IN SCHWBID BUDGET			
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		
Event Expenses			
Art, Wine & Chocolate Festival	\$ 2,500.00		
Mothers Day Craft Faire	\$ 2,500.00		Still in question
Restaurant Week	\$ 2,000.00		Will come in a bit less than \$2000
BID Mixer	\$ 600.00		Cannot happen until late summer
Total Event Expenses	\$ 7,600.00		

Marketing Category	Task	Assigned to	Due by
Waterfront District Businesses Directory Brochure or Booklet	Find graphic designer for postcard	LCR	3/1/21
	Find photos to use for postcard (can be used for web also)	Megan	3/1/21
	Use QR code that will go directly to SCHWBID website	LCR	3/1/21
	Print 5,000 to start	LCR/Designer	3/15/21
	Develop distribution list	All	3/15/21
	Distribute to list	Magda/Shelly	4/15/21
Welcome Package/ New Business Orientation Program	Reprint/update BID brochures	LCR	Done
	Update/write Welcome letter	LCR	Done
	Update new business information sheet	LCR	Done
	Deliver New Business brochures to city to give to new BID members	LCR	2/19/21
	Downtown Map insert	LCR	3/1/21
	Research cost for magnet; write info to be placed on it	Magda	3/15/21
	Board discussion on: How a board member will talk to new member - what the BID does, how to get involved, etc.	All	March Board meeting
	Put together offers from downtown businesses - could be separate coupons or offer to combine on one page (preferred). Expiration date possible, but would require more updates on a regular basis	Magda/Shelly/John	4/15/21
	Assemble all materials in folder	Magda	4/15/21
	Distribute as new businesses arrive	All	Assigned at monthly board meeting
Website	Go through list of businesses in the BID - compare to website and update website and emails	LCR	3/1/21
	Request city's finance dept. to give us notice of new business licenses on a monthly basis	LCR	3/15/21
	Board discussion on: improvements to the website - ideas such as business of the week, what else?	All	April Board Meeting
	Encourage members to share updates	All	Continuous
E-Newsletters	Find Constant Contact login - if not easily found; reach out to Constant Contact to get new login - billing is still in my name	LCR/Megan	3/1/21
	Discuss e-newsletter content	All	April Board Meeting
	Send first e-newsletter	LCR	May, 2021
	Encourage members to share updates	All	Continuous
Social Media - Facebook, Instagram, Twitter	Finish going through Facebook list of BID members; give to John	LCR	2/15/21
	Update FB Main Page Look – use our newer Logo, seasonal image change ?, general update	LCR	2/25/21
	Connect FB & Instagram pages – find Instagram login	LCR/Megan	3/1/21
	Find Twitter login - give to John	LCR/Megan	3/1/21
	Do Facebook Live when appropriate	LCR/Megan/John	Continuous
	Aim to post 3 times a week	John	Continuous
Other Marketing (Local TV & Radio, Tourism Publications)	Board discussion on: demographics of the audience for each segment (Local and Visitor). What is our message, costs and methods to determine return on investment (ROI) or if we are image advertising?	All	May Board meeting
	Ask Your Town Magazine about possibility of having a monthly page (previously done by BID) once events and businesses are opened up - costs and commitment.	Magda	3/1/21
	Ask Daily Republic about possibility of reinstating the weekly Friday page (previously free to BID) once events and businesses are opened up	Laura	3/1/21
	Board discussion for comprehensive visitor attraction plan; write plan	All	June Board meeting

Re: Tiza Art Hardship letter

From: Magda Funk (tizaart@gmail.com)

To: lauracolerowe@yahoo.com

Date: Tuesday, February 9, 2021, 9:06 PM PST

Name: Magda Nathan-Funk

Address: 710 Kellogg st, Suite A

Email Address: TizaArt@gmail.com

Phone Number: 707-699-5194

To Whom It May Concern:

I am writing this letter to explain my unfortunate set of circumstances that have caused me to request for 2021 Suisun City BID fee waiver. I have done everything in my power to make ends meet but unfortunately under the current circumstances I am barely making ends meet.

The main reason why I am requesting this waiver is the significant business hardship caused by COVID 19. I really don't have many customers walk ins. Without walk in customers or many orders to fulfil we are just trying to keep the doors open until restriction are lifted.

I am hopeful that 2021 will be better and we can get back to normalcy.

We truly hope that you will consider working with me and waive 2021 Suisun city BID fees.

Sincerely,

Magda Nathan-Funk



Magda Nathan-Funk

(707) 688-5194