



AGENDA

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

Thursday, May 19, 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 March 17, 2022 and April 21, 2022



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

- BID fees received from city
- Tax filings for 2021
- New bookkeeper update

7. Old Business

- A. Website/postcard update – Magda Funk
- B. Mother's Day event – recap - All
- C. Continue updating SCHWBID Media & Marketing Plan and timeline – Cole-Rowe

8. New Business

- A. Art, Wine & Music – discussion; begin assignments; new requirements for ABC license - ServSafe Alcohol training (For anyone obtaining a daily on-sale license after 7-1-22, at least one person must be BS trained and certified.) – Cole-Rowe
- B. Estimate for sign repair (Hwy 12/Sunset) – background and discussion
- C. Elections – waiting for list on who has paid – Cole-Rowe

9. Upcoming BID Meetings:

Thursday, June 16, 2022 – 5:00 PM



MINUTES

WATERFRONT BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Thursday, March 17 2022

**Meeting hosted by
Suisun City Council Chamber Via Zoom
701 Civic Center Blvd.
Suisun City, CA 94585**

ZOOM MEETING INFORMATION:

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

WEBINAR ID: 838 5609 4442

CALL IN PHONE NUMBER: (707) 438-1720

1. Call Meeting to Order at 5:03 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
- Shelly K - Board member
- Marina Wills – Wiseman Company

iii. Guests

3. Public Comment - none

4. Board Comment

Laura > Banner located on Pennsylvania St was repaired
The sign on Railroad has been fixed after being damaged by a car accident– repair authorized by BID

5. Approve Minutes of February 17, 2021

Magda requested a correction

Motion to approve by Magda/Shelly 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. Find a bookkeeper

Looking for new bookkeeper, but it is hard to find one because of the tax season

The process put on hold until after tax season – agreed by all members present.

8. Old Business

A. Continuing updating SCHWBID Media & Marketing Plan and timeline – revision from last meeting attached with timeline

- a. The media has been updated – changes done on first 2 pages.

Welcome letter

Laura suggested to keep one font for cleaner look

Magda will change the fonts and take the SCHWBID out per request

Local advertising – proposal from KUIC presented by Laura

Shelly shared that from her experience the adds did not generate much business

Laura opened the topic for discussion

- Radio adds for downtown or radio adds for events

Marketing strategy based on:

- Audience and demographics –
- who is the typical customer –
- Local competition

- What is Suisun's uniqueness
- Are we a destination – how can we present it in a way we attract clients
- Radio – tag line

Call to action – best channels for advertising - no TV

Instagram and YouTube suggested

Your Town for Mother's Day event - \$300 for ½ page from April to May

b. Post Cards update/costs

Magda is working with Stephanie K on this project

Description of options for cards reading presented

BID Logo will be emailed by Laura to Stephanie to add on the post cards

The picture on the cards was discussed and options for angles were proposed by board members

Magda agreed to take more shots to meet the requirements discussed

B. Mother's Day – Sunday May 8- timeline update (attached)

Glasses for Mimosa's are ordered – 504 – cost \$1,855.00 with shipping included

Wrist bands ordered – red color – 1000 – cost \$129.24

Porta Potties – 2 estimates – Laura approved the lower price offered by MM

– 3 regular potties + one ADA handicap option

John will contact the Boy Scouts to help with the set up

Laura has been taking care of health/liquor permits

Volunteers – needed – schedule will be emailed out

Laura – needs Mike Hudson to help with accessing the website for adding QR connect code

9. Date and Time of Next BID Board Meeting:

April 21, 2022– 5:00 PM – Suisun City Hall/Zoom

- Motion to adjourn - Magda

- John 2nd

All in favor

Meeting adjourned at 6:11 PM



MINUTES

SUISUN CITY HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Thursday, April 21, 2022, 5:00 PM – 6:00 PM
Suisun City Council Chamber Via Zoom

President Laura Cole-Rowe Called the Meeting to Order at 5:03pm.

Introductions were made. Members presents: Cole-Rowe, Funk, Harter. Guest: Stephanie Knight, Flamingo Creative

Public Comment – none

Board Comment – Cole-Rowe stated that former BID president Tony Oddo has passed away. Magda to send a condolence card. Magda commented on the lack of info by city for a car show event in April – streets were closed; vulgar music blasting; holding a class that day and was not informed. Discussion on ARPA funds being diverted away from EPIC recommendations.

Approve Minutes of March 17, 2022 – tabled until next meeting

Treasurer's Report – Magda reported that there is \$16,371.05 in WestAmerica account; \$1059.30 in Valley Strong Credit Union. City to be sending check this week for BID fees.

New Business

- A. **New Website information/presentation/postcard update** – Stephanie Knight gave a presentation for a new website. Discussion on procedure and costs. Motion by Funk to proceed with the new site with costs that will be between \$3-5000 (in marketing budget); seconded by Harter. Motion carried.
- B. **Finding a bookkeeper/tax filings are due May 15, 2022** - Magda to proceed to get taxes files.

Old Business

- A. **SCHWBID Media & Marketing Plan update** - tabled until May meeting
- B. Mother's Day – Sunday May 8 – timeline update – Cole-Rowe went over timeline, what was left to do and volunteers. Will try to hold another meeting before the event – April 28.
- C. Newsletter – tabled

Upcoming BID Meetings: Thursday, May 19, 2022 – 5:00 PM

Moved by Harter to adjourn meeting at 5:42 pm; Funk seconded.

Clear Image Sign Co.

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 Suisun City, CA 94585
 Phone 707-422-6237
 Fax 707-426-6239
 E-mail Sheryl@cisign.com
 www.cisign.com



S I N C E 1 9 8 6

Estimate

Number E3747

Date 3/15/2018

BILL TO

Waterfront Bid.
 P.O. Box 566
 Suisun,, CA, 94585

SHIP TO

PO Number	Terms	Customer #	Service Rep	Project
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Description	Quantity	Price/Rate	Tax	Amount
TWO 4'x8' MDO SIGNS WITH DIGITAL PRINT TOP AND BOTTOM / PAINT AND RESURFACE HIGHWAY 12 SIGN	1.00	\$1,962.00	✓	\$1,962.00

AMOUNT PAID	\$0.00
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AMOUNT DUE	\$2,126.22
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DISCOUNT	\$0.00
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SHIPPING COST	\$0.00
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SUB TOTAL	\$1,962.00
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Sales Tax 8.37% on \$1,962.0	\$164.22
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0.00% on \$0.00	\$0.00
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TOTAL	\$2,126.22
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