



AGENDA

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

Thursday, March 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: 827 2665 8884

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 November 19, 2020, and January 21, 2021

6. Treasurer's Report

7. New Business

- A. Nominations Committee Report
- B. BID Fee Waiver Requests
- C. City's Updated Event Schedule – Lofthus
- D. Easter Promotion – Scavenger Hunt/Bunny Trail – Cole-Rowe
- E. Report from City – who has renewed – Lofthus
- F. Update on Trash pickup – Cole-Rowe
- G. Talking to a New member (on Media & Marketing Plan) – Cole-Rowe

8. Old Business

- A. Media & Marketing Plan Timeline Update/Report - all

9. Date and Time of Next BID Board Meeting:

April 15, 2021 – 5:00 PM – Suisun City Hall/Zoom

Meeting Minutes
Suisun City Historic Waterfront Business Improvement District Board of Directors
Thursday, Nov 19, 2020
Suisun City Council Chamber Via Zoom

The meeting was called to order at 5:03 pm.

Introductions were made: City of Suisun City, Kris Lofthus; Business Representatives: Laura Cole-Rowe, Magda Funk, Megan Smith, John Harter, Shelly Kontogiannis, Connie Keenan; Guests: Kristie Shields, David Anderson

Public Comment: No public comments

Board Comments: Steve Lesser has officially resigned from BID board as he retired. One spot open on the board. Magda suggests offer the position to spot to Nancy Kunes with State Farm; Laura will talk to her; Magda said the sign on Hwy 12 looks nice – suggests bolder letter on future signs. Kris is going to try to locate the meeting recordings.

Approve Minutes of October 22, 2020 – John Harter moved to approve Sept 4 minutes; Magda seconded the motion. Motion passed unanimously.

Treasurer's Report - Magda presented the treasurer report; gave Information on the current statements for two banks that SCHWBID has money deposited. Clarification on WestAmerica statements, and the forms required to be signed in order to get statements online. Access for this will take a while. All bank info has been updated with Magda, John, Shelly and Laura on the account. Storage inventory done by Magda, Laura and Shelly. Key for storage was retrieved from Janet at the Harbormaster's officr.

New Business

A. Meeting with Prospective New Bookkeeper – findings – approve hiring of Kristie Shields

Magda, Laura and John met Kristie and asked for a proposal to become the next bookkeeper. Kristie introduced herself and talked about her services and hourly charges. Discussion and questions on services ensued. Kristie provided updates on the docs she reviewed. Motion by Shelly, seconded by John to hire Kristie. Motion passed unanimously.

B. Audit of BID Accounting Discussion ensued on auditing the accounts. Motion by John, seconded by Magda to have Kristy audit accounts. Motion passed unanimously.

C. Board of Directors terms – As the minutes for the past two years do not reflect when board members were appointed or elected, and the most current election ballot did not specify terms, we will need to draw straws or cards to determine terms. After discussion, it was decided to table this for now until we can determine if we will get a replacement for Steve and if Mike Hudson can remain on the board if he is confirmed to the Suisun City council.

D. Business Holiday Open Houses Saturday, December 12 We cannot do Open Houses, per Kris as we are in purple tier and there is a curfew in place after 10:00PM – funding the city by the

state will be cut if the city has events. Kris did not know there was a possibility of a boat parade; City will be lighting the tree on 12/5/20.

E – Bylaw modification to Treasurer duties Magda requested that the by-laws be amended to reflect a more accurate description of the treasurer's duties as follows:

SECTION 6.9 TREASURER. The Treasurer shall keep and maintain, or cause to be kept 12 and maintained, adequate and correct books and accounts of the properties and business transactions of the Association, including accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital, stylus, and shares. Any surplus, including earned surplus, paid-in surplus, and surplus arising from a reduction of stated capital, shall be classified according to the source and shown in a separate account. **The Treasurer will directly correlate any financial information pertaining to such maintenance to the Board designated bookkeeper.** The books shall at all reasonable times be open to inspection by any Director. The Treasurer shall deposit all moneys and other valuables in the name and to the credit of the Association with such depositories as may be designated by the Board. He or she shall disburse the funds of the Association as may be ordered by the Board, shall render to the President and Directors, whenever they request it, an account of all transactions as Treasurer and of the financial condition of the Association, and shall have such other powers and perform such other duties as may be prescribed by the Board or the BY LAWS."

After discussion, motion by Shelly, seconded by John to amend the by-laws. Motion passed unanimously.

Old Business

A. Updates on billboard signs, website, Constant Contact - Billboards sign is up; login still needed for website, Constant Contact.

B. BID Hearings Report – Laura attended hearings; is progressing well.

C. Media/Marketing plan progress – Have folders for welcome packages. John will work on Facebook and Instagram. Need current list of all business - requested list from city. Welcome letter will be added to the package.

Dave Anderson wanted to help provide music in the area; possibly Christmas caroling. Magda will discuss details with Dave.

Because we are not able to hold events, Laura brought up idea of getting window Christmas lights for all businesses. Do social media promotions of the lights; budget for lights \$500. Laura, John, Magda & Shelley will work on distribution, Moved by John; seconded by Shelly to do this. Motion passed unanimously.

Date and Time of Next BID Board Meeting – December 17, 2020 – 5:00 PM – Suisun City Hall/Zoom

Shelly moved to adjourn meeting; seconded by Magda. Motion passed unanimously.

Meeting adjourned at 6:04PM



MINUTES

WATERFRONT BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

**Thursday, January 21, 2021
Suisun City Council Chamber Via Zoom**

Meeting called to order at 5:06 pm.

Introductions

Business Representatives

- Laura Cole-Rowe – President
- Magda Funk – Treasurer
- Megan Smith – board member
- John Harter – Board Member
- Shelly K- Board member

Guests - Kristie Shields – Bookkeeper; Gabriella Satmarean

Public Comment -none

Magda – Business situation discussed - How many businesses are still open, at risk, in need of help/support from the city.

Board Comment - Magda asked clarification on BID dues and fee assistance qualifications for BID board members. Laura explained how it works and mentioned the restrictions that apply. Laura stated that there are two open seats on the board of directors and requested current board members to invite business owners to join the board.

Approve Minutes of October 22, 2020, November 19, 2020, December 17, 2020 – Tabled until next meeting.

Treasurer's Report - Presented by Magda; gave update on the account balances for the two banks. Motion by John, seconded by Shelly to accept the treasurer's report. Motion passed unanimously.

New Business

Board of Directors terms – As the minutes for the past two years do not reflect when board members were appointed or elected, and the most current election ballot did not specify terms, we will need to draw straws or cards to determine terms to stagger member's terms. It was decided who goes first to select a term by throwing dice and the board members agreed to this method.

The outcome is as follows:

- Laura Cole-Rowe – 3 years (term expires April 2023)

- John Harter – 3 years (term expires April 2023)
- Magda Funk – 2 years (term expires April 2022)
- Shelly Kontogiannis – 2 years (term expires April 2022)
- Megan Smith – 1 year (term expires April 2021)

The other two terms should be staggered, whether as an appointment or from an election.

Looking to the future for events – discussion

Laura has asked everyone to contribute with event ideas that would bring clients to downtown Suisun and bring to the next meeting. Bring ideas that would meet the social distancing requirements. Some topics suggested: Scavenger hunt, Easter ideas, Passport for buying goods/ spending money at BID businesses.

Old Business

Restaurant Week – goes on through this weekend; seven restaurants participated, advertising event in Your Town, Facebook and Daily Republic. Budget is \$2,000 but less was spent.

Updates on website, Constant Contact, social media

Laura was able to get access to BID website login and Facebook login - asked everyone to support business in downtown by sending John or reposting on BID Facebook page any promotions that come up on social media from Waterfront businesses.

BID Hearings concluded; BID Fee Correction from City – the City sent out the wrong figures to the BID members and did not include the fee reductions. New invoices will be sent, due by end of February with a letter.

Bookkeeper findings - conclusion Kristie reported that the P/L was completed for 2020; Statement of information to be finalized by the end of the week; 5K Grants are available – BID and businesses are qualified to apply. Laura asked if the complete policy had been sent, Magda indicated that it was in the mail.

Media & Marketing Plan progress – Magda reported that there was nothing new from last time we discussed this; we need a good photographer for pictures to post. Laura agreed to work with Magda to bring back a revised marketing plan with timeline and assignments for the next meeting,

Thank you letters – Laura stated that thank you letters will be sent to Linda Butcher and Mike Hudson for their service on the board.

Date and Time of Next BID Board Meeting: February 18, 2021 – 5:00 PM – Suisun City Hall/Zoom

Shelly moved to adjourn the meeting; Megan seconded the motion. Motion passed unanimously.

Meeting adjourned at 5:54 PM

Management Report

Suisun City Waterfront BID

For the period ended February 28, 2021

Prepared by

B&K Tax Service

Prepared on

March 4, 2021

Suisun Historic Waterfront BID

February 2021 Bookkeeping Report

Prepared By: Kristie Shields

B&K Tax Service

Suisun City Waterfront BID

Checking (7199), Period Ending 02/26/2021

RECONCILIATION REPORT

Reconciled on: 03/04/2021

Reconciled by: Kristie Shields

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

Summary

USD

Statement beginning balance.....	31,793.32
Checks and payments cleared (6).....	-2,805.05
Deposits and other credits cleared (0).....	0.00
Statement ending balance.....	<u>28,988.27</u>

Uncleared transactions as of 02/26/2021.....	-2,316.12
Register balance as of 02/26/2021.....	<u>26,672.15</u>

Details

Checks and payments cleared (6)

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
02/11/2021	Bill Payment	3396	B&K Tax Service	-135.00
02/11/2021	Bill Payment	3394	Laura Cole-Rowe	-500.00
02/11/2021	Bill Payment	3395	Daily Republic	-500.05
02/16/2021	Expense		Constant Contact	-70.00

Total	-2,805.05
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Additional Information

Uncleared checks and payments as of 02/26/2021

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
02/04/2021	Bill Payment	3385	Clear Image Sign Co	-1,076.12
02/11/2021	Check	3391	HBN Hudson Business Netwo...	-100.00
02/11/2021	Check	3390	Solano diversified Services Inc	-1,140.00

Total	-2,316.12
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Suisun City Waterfront BID

Westamerica Bank Balance Sheet Detail

As of February 26, 2021

Item 6

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT		
ASSETS							
Checking (7199)							
Beginning Balance							
02/04/2021	Bill Payment (Check)	3385	Clear Image Sign Co		Accounts Payable (A/P)		
02/11/2021	Check	3390	Solano diversified Services Inc		Repairs & Maintenance		
02/11/2021	Bill Payment (Check)	3394	Laura Cole-Rowe		Accounts Payable (A/P)		
02/11/2021	Bill Payment (Check)	3395	Daily Republic		Accounts Payable (A/P)		
02/11/2021	Check	3391	HBN Hudson Business Networks		Web Development & Updates		
02/11/2021	Bill Payment (Check)	3396	B&K Tax Service		Accounts Payable (A/P)		
02/16/2021	Expense		Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	Office Supplies & Software		
Total for Checking (7199)						\$ -3,521.17	
Accumulated Amortization							
Beginning Balance							
Total for Accumulated Amortization							
TOTAL ASSETS						\$ -3,521.17	\$40,494.02
LIABILITIES AND EQUITY							
Equity							
Opening Balance Equity							
Beginning Balance							
Total for Opening Balance Equity							
Retained Earnings							
Beginning Balance							
Total for Retained Earnings							
Retained Earnings						\$ -11,827.84	\$ -11,827.84
Net Income						\$ -6,028.17	\$ -6,028.17
Total Equity						\$ -17,854.01	\$40,494.02
Total Liabilities and Equity						\$ -17,854.01	\$40,494.02

Suisun City Waterfront BID

Item 6

Transaction Detail by Account
February 2021

DATE	TRANSACTION TYPE	NUM	ADJ	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Checking (7199)								
02/04/2021	Bill Payment (Check)	3385	No	Clear Image Sign Co		Accounts Payable (A/P)	-1,076.12	-1,076.12
02/11/2021	Check	3390	No	Solano diversified Services Inc		Repairs & Maintenance	-1,140.00	-2,216.12
02/11/2021	Check	3391	No	HBN Hudson Business Networks		Web Development & Updates	-100.00	-2,316.12
02/11/2021	Bill Payment (Check)	3394	No	Laura Cole-Rowe		Accounts Payable (A/P)	-500.00	-2,816.12
02/11/2021	Bill Payment (Check)	3395	No	Daily Republic		Accounts Payable (A/P)	-500.05	-3,316.17
02/11/2021	Bill Payment (Check)	3396	No	B&K Tax Service		Accounts Payable (A/P)	-135.00	-3,451.17
02/16/2021	Expense		No	Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	Office Supplies & Software	-70.00	-3,521.17
Total for Checking (7199)							\$ -3,521.17	
Advertising & Marketing								
02/04/2021	Bill	0334	No	Clear Image Sign Co	Double Sided full color Banners with pole pocket	Accounts Payable (A/P)	722.66	722.66
02/04/2021	Bill	0336	No	Clear Image Sign Co	Double Sided full color Banners with pole pocket	Accounts Payable (A/P)	353.46	1,076.12
02/11/2021	Bill		No	Laura Cole-Rowe	Facebook Ads	Accounts Payable (A/P)	500.00	1,576.12
02/11/2021	Bill		No	Daily Republic	January invoice	Accounts Payable (A/P)	500.05	2,076.17
Total for Advertising & Marketing							\$2,076.17	
Legal & Professional Services								
02/11/2021	Bill	1008	No	B&K Tax Service	Invoice 1008 2/10/21 January Bookkeeping	Accounts Payable (A/P)	135.00	135.00
Total for Legal & Professional Services							\$135.00	
Office Supplies & Software								
02/16/2021	Expense		No	Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	Checking (7199)	70.00	70.00
Total for Office Supplies & Software							\$70.00	
Repairs & Maintenance								
02/11/2021	Check	3390	No	Solano diversified Services Inc	Invoice 203481 1/31/21	Checking (7199)	1,140.00	1,140.00
Total for Repairs & Maintenance							\$1,140.00	
Web Development & Updates								
02/11/2021	Check	3391	No	HBN Hudson Business Networks	Invoice numbers 10080 1/1/21 and 10094 2/1/21	Checking (7199)	100.00	100.00
Total for Web Development & Updates							\$100.00	

Suisun City Waterfront BID

Westamerica Bank Check Detail

February 2021

Item 6

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	CLR	AMOUNT
Checking (7199)						
02/04/2021	Bill Payment (Check)	3385	Clear Image Sign Co			-1,076.12
						-1,076.12
02/11/2021	Check	3391	HBN Hudson Business Networks			-100.00
				Invoice numbers 10080 1/1/21 and 10094 2/1/21		100.00
02/11/2021	Check	3390	Solano diversified Services Inc			-1,140.00
				Invoice 203481 1/31/21		1,140.00
02/11/2021	Bill Payment (Check)	3394	Laura Cole-Rowe		R	-500.00
						-500.00
02/11/2021	Bill Payment (Check)	3395	Daily Republic		R	-500.05
						-500.05
02/11/2021	Bill Payment (Check)	3396	B&K Tax Service		R	-135.00
						-135.00
02/16/2021	Expense		Constant Contact	CONSTANTCONTACT 8552295506 LAURA COLE	R	-70.00
				CONSTANTCONTACT 8552295506 LAURA COLE		70.00

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>	\$150.00
Total Operating Expenses	\$9,030.00	
Beautification - Cleanup	<u>\$14,400.00</u>	\$2,280.00
Total Expense	<u>\$45,030.00</u>	\$3,675.00
Net Ordinary Income	(\$1,155.00)	
Net Income	(\$1,155.00)	

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



Account Statement

SUISUN CITY HISTORIC WATERFRONT BID
P O BOX 566
SUISUN CITY CA 94585

Item 6

If you have any questions
about your account please call
800-848-1088
CUSTOMER SERVICE

STATEMENT DATE CYCLE
02/26/21 31
ITEMS ENCLOSED PAGE
0 1
YEAR-TO-DATE INTEREST

PREVIOUS BALANCE	CHECKS AND WITHDRAWALS NUMBER	AMOUNT	DEPOSITS AND CREDITS NUMBER	AMOUNT	INTEREST MINUS CHARGES	NEW BALANCE
31,793.32	6	2,805.05	0	.00	.00	28,988.27

ACCOUNT ACTIVITY

BALANCE SUMMARY

PUBLIC REGULAR CHECKING

DATE BALANCE

28 DAYS THIS CYCLE

PREVIOUS BALANCE
01/29 31,793.32
02/05 30,653.32
02/10 30,193.32
02/16 30,123.32
02/23 29,488.27
02/24 28,988.27

--- --WITHDRAWALS-FEES-CHARGES- --- --
DATE DESCRIPTION AMOUNT
02/16 CONSTANTCONTACT - 8552295506 70.00
--- --CHECKS --- --
ITEM DATE AMOUNT ITEM DATE AMOUNT
3386 02/05 1,140.00 3395 02/23 500.05
3389* 02/10 460.00 3396 02/23 135.00
3394* 02/24 500.00

NEW BALANCE
02/26 28,988.27

* INDICATES GAP IN CHECK SEQUENCE

PUT YOUR FUTURE IN FOCUS WITH A COMPLIMENTARY FINANCIAL
REVIEW FROM SORRENTO PACIFIC FINANCIAL. SECURITIES ARE
NOT INSURED, MAY LOSE VALUE AND HAVE NO BANK GUARANTEE.

EXTRA CASH LINE OF CREDIT CUSTOMERS: YOUR ACCOUNT DETAILS ARE LISTED BELOW. LATE PAYMENT WARNING: IF YOUR
MINIMUM PAYMENT IS NOT RECEIVED BY THE PAYMENT DUE DATE YOU MAY BE CHARGED A LATE FEE OF \$5.

PREVIOUS BALANCE	ADVANCES AND DEBITS NUMBER	AMOUNT	PAYMENTS AND CREDITS NUMBER	AMOUNT	INTEREST CHARGED	FEES CHARGED	NEW BALANCE	
LINE OF CREDIT	CREDIT AVAILABLE	ANNUAL PERCENTAGE RATE	DAILY PERIODIC RATE	PAYMENT PAST DUE	+ PAYMENT THIS PERIOD	= MINIMUM PAYMENT DUE	PAYMENT DUE DATE	YEAR-TO-DATE INTEREST PAID

THANK YOU FOR BANKING WITH US. NOTICE: SEE 'BACK OF STATEMENT' TAB FOR IMPORTANT INFORMATION.

ATTACHMENT 2
Community Events Calendar FY 2021-2022

Sunday, April 4, 2021	Mobile Easter Egg Hunt
Saturday, May 1, 2021	Drive in Movie Night
Saturday, May 22, 2021	Boat in Movie Night
Friday, July 9, 2021	Movies in the Park
Sunday, July 11, 2021	Gospel Sundays
Friday, July 16, 2021	Movies in the Park
Sunday, July 18, 2021	Gospel Sundays
Friday, July 23, 2021	Movies in the Park
Saturday, July 24, 2021	Concert Series
Sunday, July 25, 2021	Gospel Sundays
Friday, July 30, 2021	Movies in the Park
Sunday, August 1, 2021	Gospel Sundays
Friday, August 6, 2021	Movies in the Park
Saturday, August 7, 2021	Concert Series
Sunday, August 8, 2021	Gospel Sundays
Friday, August 13, 2021	Movies in the Park
Sunday, August 15, 2021	Gospel Sundays
Saturday, August 21, 2021	Concert Series
Saturday, September 4, 2021	Concert Series
Saturday, October 2, 2021	Car Show and Cruise
Sunday, October 31, 2021	Halloween Trick or Treat
Saturday, December 4, 2021	Christmas on the Waterfront

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