



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 (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

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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.