

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

Thursday, July 23, 2020

5:00 PM

Suisun City Council Chamber Via Zoom

701 Civic Center Blvd.

Suisun City, CA 94585

1. Vice President Laura Cole-Rowe called the meeting called to order at 5:03 p.m.

2. Introductions/Attendance

City of Suisun City - Greg Folsom, City Manager

City of Suisun City – Donna Pock

City of Suisun City – Mayor Lori Wilson

Board Members

Laura Cole-Rowe

Magda Funk

Steve Lessler

John Harter

Shelly Kontogiannis

Megan Smith

Linda Butcher

Business Representatives

Parvaneh Tovakal

Other Guests: None

3. Public Comment – Shannon Hacker from Benton Court wrote an email regarding break-ins and fire concerns with homeless individuals near his business. Public Works will follow up.

4. New Business

A. **City Update** – Greg gave update on affordable housing project.

B. **COVID-19 Update** – Greg gave update on EPIC Committee’s efforts and businesses that were taking advantage of using public spaces.

C. Board of Directors Election Results and Officer Nominations

i. **Election Results** – were ratified at the previous meeting.

ii. Nominations for the executive board were opened. The following were nominated for positions with no opposition:

a. **President** – Laura Cole-Rowe

b. **Vice President** – John Harter

c. **Treasurer** – Magda Nathan-Funk

d. **Secretary** – the secretary position remained open; will be revisited at a later time.

Steve Lessler moved to close the nominations and accept the nominations for the executive board; Shelly Kontogiannis seconded the motion. Motion carried.

D. Discussion of Proposed Bylaws Changes – Bylaws changes were discussed by the board. Greg will bring back revisions to the next meeting for approval.

E. Discussion to Pursue Trash Pick-Up Services

Contract for services with Solano Diversified Services to regularly pickup downtown trash would be \$13,680 per year. Discussion included where the pickup area would be as it was not indicated specifically in the contract/bid, if we could commit to three months for a trial period, and changing the contract to show the BID (not Hudson Services) as the buyer. Laura will contact them. *Moved by Steve Lessler, seconded by Linda Butcher to go ahead with the contract, not to exceed \$1200 per month. Motion carried.*

5. Economic Pandemic Impact Citizens Advisory Committee Update – Update given under item 4B.

6. Items for Next Meeting – Laura stressed that she wants all ideas that the board has to be sent to her so that she can put them on the agenda.

7. Date and Time of Next BID Board Meeting:

August 20, 2020 – 5:00 PM – Suisun City Hall/Zoom

8. Adjournment *Moved by Shelly, seconded by Syteve to adjourn the meeting. Motion carried. Meeting adjourned at 7:05 pm.*

MINUTES

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

Thursday, September 17, 2020

5:00 PM – 6:00 PM

Suisun City Council Chamber Via Zoom

701 Civic Center Blvd.

Suisun City, CA 94585

ZOOM MEETING INFORMATION:

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

WEBINAR ID: **837 9017 3600**

CALL IN PHONE NUMBER: (707) 438-1720

1. President Laura Cole-Rowe called the meeting called to order at 5:05 p.m.

2. Introductions/Attendance

City of Suisun City - Greg Folsom, City Manager

Board Members

Laura Cole-Rowe

Magda Funk

Mike Hudson

John Harter

Shelly Kontogiannis

Business Representatives

Parvaneh Tovakal

Other Guests: None

3. Public Comment - none

Laura - will be put board comments on future agendas

4. Approve Minutes of July 23, 2020, August 20, 2020, and September 4, 2020 meetings

John Harter moved to approve the Sept 4th minutes; Magda Funk seconded the motion; motion carried.

5. Treasurer's Report - Nathan-Funk/Luann Johns

Report was shared, but was received late as the bookkeeper was on vacation, so the board did not have time to review before the meeting. Magda expressed concerns in regards her new role. New bank signatures needed - pending secretary election. Mail to be dropped off at Magda store going forward. Approval of treasurer's report tabled until the next meeting.

6. New Business

A. City Update - Folsom

- National Night out Halloween - cancelled
- COVID testing available at Suisun Center
- BID Budget and report needed prior to council meeting on 10/6/20

B. BID Directors' Terms; Need a Secretary – Cole-Rowe

Cole-Rowe explained that because of lack of quorums, and clear minutes showing tracking of replacement/appointed board members, it cannot be ascertained when each board members' terms

expire. It was decided that a “drawing of straws or cards” would happen at the October board meeting. Cole-Rowe also explained that there needs to be a secretary of the organization, even if they don’t take minutes, as it is needed for the bank signature cards, as well as anything formal that needs a secretary’s signature. Shelly Kontogiannis agreed to be the BID secretary as long as she didn’t take minutes. *Moved by Cole-Rowe; seconded by Harter to appoint Shelly Kontogiannis as Secretary. Motion carried.*

C. BID Draft Budget for 2021; BID Hearing Schedule

Greg requested that the BID annual report needed prior to council meeting on 10/6/20. The Schedule is as follows: 10/6 – Public meeting; 10/20 – Public hearing; 11/17 - 2nd public hearing - where the adoption of BID happens. Fees were discussed. Greg requested a formal report that includes request for fees changes/2021 budget and other actions that happened this year (change in bylaws, elections, clean up contract, etc.). Laura will write report this week; needs board to ratify. Board agreed to schedule a half hour meeting on 9-24-20 to approve this.

D. Trunk or Treat Event on Sat. October 31 - Harter explained the idea of trunk or treat; Greg will review and ask Fire Dept. and County Health and report back.

E. Media and Marketing Plan – Committee needed to start work on this. Board discussed how to proceed to write a marketing plan for the BID. Magda, John and Shelly agreed to serve on this committee and come back with a draft marketing plan at the next meeting.

7. Old Business

A. Cleanup Services to start 9-21-20

B. Thank You Signs for Windows/Update - Magda, John and Shelly distributed and were thanked.

C. New Graphics for signs on Highway 12 / Gas Station; Highway 12/Pennsylvania; Sunset/Railroad – New sign schematic shown to board; suggestion to add lodging to the sign. Discussion about promoting individual businesses on the signs – it cannot be done as the city owns the signs. *Harter moved to approve the sign schematic, adding “lodging” to the sign; seconded by Magda. Motion carried.*

D. Constant Contact/Facebook/Website other Logins – Laura has received website login; still needs Facebook and Constant Contact logins. John Harter volunteered to work on Facebook. Website will require a dedicated person to constantly update it – Laura is willing to do that.

8. Date and Time of Next BID Board Meeting:

Thursday, September 17, 2020 to approve BID annual report (30-minute meeting)

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

Moved by Shelly; seconded by Magda to adjourn the meeting. Motion carried.

Meeting adjourned 6:17 PM

MINUTES
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

1. President Laura Cole-Rowe called the meeting called to order at 5:02 p.m.

2. Introductions/Attendance

City of Suisun City - Greg Folsom, City Manager

City of Suisun City – John Kearns

Board Members

Laura Cole-Rowe

Magda Funk

Steve Lessler

John Harter

Shelly Kontogiannis

Megan Smith

Business Representatives: None

Other Guests: None

3. Public Comment – Elaine Byers of Edward Jones submitted a letter regarding cigar smoke coming into her office from Cast Iron from people who are sitting outside on the area on Solano Street. John Kearns will get information on the ordinance prohibiting smoking within 20 feet of doors and if there are any fines.

4. Board Comment – Steve Lessler announced that the Rotary Brewfest would be virtual this year on October 24 – pickup for beer ordered is on Main Street.

5. Approve Minutes of July 23, 2020, August 20, 2020, and September 17, 2020 meetings. *Moved by Shelly, seconded by Megan to approve the minutes of the August 20, 2020 meeting. Motion carried.*

6. New Business

A. BID Draft Budget and Report for 2021 for October 6 Council meeting – Report was presented and discussed. Laura will add info on what would happen with budget if no events were able to take place. *Moved by John Harter, second by Magda to approve draft budget and annual report. Motion carried.*

B. Trunk or Treat Event on Sat. October 31 – Greg reported that there was a possibility that County Health would approve this event as they have approved a similar event for the City of Fairfield. Discussion ensued. As the CDC has recommended that Trick or Treat/ Trunk or Treat events not be held, the board agreed not to proceed with the event. *Moved by Shelly, seconded by John not to hold a Trunk or Treat event. Motion carried.*

7. Date and Time of Next BID Board Meeting:

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

Moved by John, seconded by Shelly to adjourn the meeting. Motion carried. Meeting adjourned at 4:59 pm.

SCHWBID

media and marketing plan

2021 Proposed Program of Work

SUISUN CITY HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT

Waterfront 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 district market segments that can generate traffic and sales:

- *Local/Downtown Suisun City Employees*
- *Local Area Residents*
- *Metro Area Residents & Visitors*
- *Prospective Businesses for Suisun City retail and Commercial District*

SCHWBID Media Marketing table of contents

- Waterfront District Businesses Directory Brochure or Booklet
- Welcome Package/ New Business Orientation Program
- Facebook and Instagram
- Marketing in local channels TV & Radio
- Website Updating and Promotion
- E-Newsletters Social Media

Waterfront district!



Waterfront Business District Directory Brochure

Waterfront District **Businesses Directory Brochure** professionally redesigned and to include:

1. Current businesses brief description & contact Information
2. Updated graphics and pictures of Waterfront District area



NOTE: This brochure can be included in the welcoming package for new upcoming businesses.

Waterfront District **Businesses Directory Brochure** to be distribute twice a year to all businesses and tourist info stands. (Hotels, Train Depot, etc.)

Waterfront Business District Welcome Package

Waterfront District Businesses **Welcome Package** to include:

1. Welcoming Letter
2. Waterfront District Business Brochure/Booklet
3. Map of the City and or Waterfront souvenir
4. Map of Waterfront Business district

Welcoming Package is a great way to meet new business owners, acquire contact information and invite new owners to participate in SCHWBID events.

Waterfront district!



Waterfront Business District Facebook/Instagram

Facebook/Social Media Marketing for Members – SCHWBID market members businesses through our social media channels at no cost to them.

UPDATES: New Logo to be updated, seasonal image change, general update look.

SCHWBID Marketing Goals to **DAILY**-Business Feature



Facebook: Marketing to include **weekly**- Scheduled events, feature businesses products, feature a weekly business specialty. (Examples: Food Dish, Hair Cut Style, Coffee Flavor, Special Discounts, special attraction, etc.)



Instagram: Marketing to include weekly- Scheduled events, feature businesses products, feature a weekly business specialty. (Examples: Food Dish, Hair Cut Style, Coffee Flavor, Special Discounts, special attraction, etc.) or Business ad such as photos, flyers.

NOTE: Facebook and Instagram can now be combined in business App for easier one-time post that targets both sites.

Waterfront Business District Local channels TV & Radio

SCHWBID will continue **monthly** advertising with:

1. KUIC Ads
2. **Local TV Channel** – Feature Local Businesses or Events
3. Your Town Magazine
4. Gold Mine Magazine (Daily Republic option-less expensive)
5. Daily Republic

Waterfront district!



Waterfront Business District Website

The District website is www.suisunwaterfront.com

Monthly Professionally Maintained:

1. Maintenance 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.

Waterfront Business District E-Newsletter

SCHWBID to encourage members to share updates.

Wednesdays: E-Newsletters to its members and to visitors

Note: E-Newsletter can be sent on an email chain

Waterfront district!



Waterfront Business District Media and Marketing Estimated Budget

SCHWBID tentative Media and Marketing Budget

- **Waterfront District Businesses Directory Brochure or Booklet \$2500**
- **Welcome Package/ New Business Orientation Program \$600**
- **Facebook and Instagram \$250 or volunteer**
- **Marketing in local channels TV & Radio \$3000**
- **Website Updating and Promotion \$5000**
- **E-Newsletters Social Media -Volunteer**
- **Local Magazines, Newspaper - \$3500**

Waterfront district!

