



AGENDA

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

Thursday, September 3, 2020

5:00 PM – 6:00 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: 892 6532 4439

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. Approve Minutes of July 23, 2020 Meeting and August 20, 2020 Meeting

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

- i. Accept Treasurer's Report



6. New Business

- A. City Update - Folsom
- B. BID Directors' Terms – Cole-Rowe
- C. BID Fee Recommendations/Draft Budget for 2021 – Cole-Rowe

7. Old Business

- A. Update on Trash Pick-Up Services – Cole-Rowe
- B. Repair/replacement of banners/broken banner arms in district – Cole-Rowe
- C. Signs for Windows –Cole-Rowe
- D. Quotes/Graphics for signs on Highway 12 / Gas Station; Highway 12/Pennsylvania; Sunset/Railroad – Cole-Rowe

9. Items for Next Meeting – Media & Marketing Plan

10. Date and Time of Next BID Board Meeting:

September 17, 2020 – 5:00 PM – Suisun City Hall/Zoom

PROPOSED SUISUN CITY HISTORIC WATERFRON BID FEE AMENDMENT FOR 2020 AND 2021

The committee of Laura Cole-Rowe, John Harter, Magda Nathan-Funk and Suisun City Manager Greg Folsom met on Monday, August 24, 2020 at 5 pm.

- The committee unanimously recommends that the BID fee for 2020 be waived – the board will need to approve this recommendation before it goes to city council for approval.

The committee discussed various fee schedules for the BID Zones and businesses, and have come up with the following recommendation for the SCHWBID for approval:

- Eliminate Zones A, B and C – there will only be one “zone” for BID Fees

Businesses would be assessed as follows:

Type of Business	Assessment Amount
Retailers and Restaurants	\$200
Service and Professional Businesses	\$100
Lodging	\$10 per room
Financial Institutions	\$500
Beauty, nail salons, massage businesses and barber shops	\$25 per license
Cannabis Businesses	\$1,000

Business type definitions:

Retail and restaurant: Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

Service businesses: Businesses that sell services. Examples are repair shops, most automotive-oriented businesses, entertainment businesses such as theaters, etc. Beauty, nail salons, massage businesses and barber shops will be in another category.

Lodging: Includes renting rooms by the day or week to community visitors.

Professional businesses: Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

Financial institutions: Includes banking and savings and loan institutions as well as credit unions, etc.

New categories:

Cannabis Businesses: Even though we do not have a cannabis business currently in the downtown district, we feel that this type of business would be willing to pay the fee. Cannabis businesses in other communities have been generous to their BIDs and PBID and often sponsor events and contribute to the association.

Beauty, nail salons, massage businesses and barber shops: Currently only the owner of the “shop” is paying BID fees even though independent contractors within the shops hold a business license. We propose that all license holder pay an annual fee of \$25. There are an additional 32 business licenses that would be added for this.

Estimated income: With the reduced fees, addition of a new hotel, and the additional of 32 beauty operator licenses, we estimate the total amount of BID fees for 2021 would be \$11,875

Business	Zone	Previous Amt in 2018	New Amount
California Industrial Hygiene Services	A	150	100
Edward Jones	A	200	100
Hudson Business Networks	A	200	100
Suisun City Dental	A	200	100
The Millennium Group	A	200	100
Alta Vista Cremation (Chapel)	A	300	100
Bellezza Hair Studio	A	300	25
Carrie's Serenity Spa	A	300	25
Cynthia's World of Hair	A	300	25
Knotty Hair Salon	A	300	25
Shear Madness Salon	A	300	25
Tri-City Glass & Mirror	A	300	200
Alta Vista Cremation (Funeral Business)	A	400	100
Cast Iron Grill	A	400	200
Chianti Osteria	A	400	200
Retroactive Music	A	400	200
Headspace	A	300	25
BIG by Headspace	A	300	25
Ironwood American Bistro	A	400	200
Jack's Pub and Grill	A	400	200
Joy of Eating	A	400	200
Los 3 Reyes Restaurant LLC	A	400	200
La Cabana Home Style Mex	A	400	200
Main Street Bar & Grill	A	400	200
The Lounge	A	400	200
Port of Call Grocery	A	400	200
Virgil's Bait Shop	A	400	200
Robyn Debary Psyd., Inc.	A	200	100
Los Altos Mexican Bar & Grill	A	400	200
The Red Chair	A	300	25
Ayemi's Poke & Deli	A	400	200
Craft & Cork	A	400	200
Primerica	A	200	100
Valley Realty Team	A	200	100
Waterfront Comics	A	400	200
Total A		11350	4600
Business	Zone	Amount	
Allstate Insurance Services	B	150	100
Davenport's Company, Inc.	B	150	100
Emerge Financial Group	B	150	100
Hillman & Lucas, P.C.	B	150	100
Home American Mortgage Corp.	B	150	100
lauracolerowe consulting	B	150	100
Law Offices of Russo & Prince	B	150	100
Richmond American Homes	B	150	100
The Lessler Group	B	150	100
Jackie's Family Hair Care	B	200	100
The Gallery	B	200	25
Athenian Grill	B	300	200
Babs Delta Diner	B	300	200
Tiza Art	B	300	200
Law Offices of Linda Leong	B	150	100

Magick Fusager Design, Inc.	B	300	200
Terracotta and Linen	B	300	200
Marshalls Regional Office	B	300	100
Sheldon Gas Company	B	300	100
Teams by Design	B	300	100
Hampton Inn & Suites	B	1020	1020
Holiday Inn Express	B	0	830
Transamerica World Financial Group	B	150	100
Total B		5470	4375
Business	Zone	Amount	
Osaka Massage	C	100	100
Tokyo Spa	C	100	100
Clear Image Signs	C	150	100
Hi-Tech Auto Services	C	150	100
Hitmen Termite & Pest Control	C	150	100
Learning Without Limits	C	150	100
Roofmasters	C	150	100
Suisun Roofing & Supply Inc.	C	150	100
Tidy Tails	C	150	100
Family Cookie Company	C	200	200
T.O.E. Performance Products	C	200	200
Xtreme Cyclez	C	200	200
D Custom Barrel Designs	C	150	100
SH Mechanical	C	150	100
Good Life Health Spa	C	100	100
Kyron's Body Shop	C	200	200
Taylor Marine	C	150	100
Total C		2600	2100
Individual Hair/Massage/Nails			
AMANDA PARR		0	25
AMY AT THE GALLERY		0	25
BRANDI BARRETT		0	25
DOYLE'S MASSAGE		0	25
EDITH PEREZ		0	25
FRESH PAWS PET SPA		0	25
HAIR BY ALYSSA ORTEGA		0	25
HAIR BY DANELLE CAPRIATO		0	25
HAIR BY JESSICA		0	25
HAIR BY JOLENE		0	25
HAIR BY LESLIE		0	25
HAIR BY LEWY		0	25
HAIR BY MARY		0	25
HAIR BY SERINA ROSELLE		0	25
HAIRSTYLES BY GWEN		0	25
JACLYN J. JENKINS-ONEIL		0	25
JAMIE GLAZIER AT THE GALLERY SALON		0	25
JENN GOODWIN		0	25
JUDY'S ARTISTIC DESIGN		0	25
KELLY LAMB HAIR		0	25
KIM C SHEETS		0	25
KIM SASSE @ THE GALLERY		0	25
MASSAGE WORK		0	25
MEIKAIALA MAUL		0	25
MELODY'S NAILS		0	25

NICOLE OLIVIA MP		0	25
NINA MCCARGAR		0	25
ROXANNE'S HAIR STYLING		0	25
SHERY JOHNSTON		0	25
SKIN THERAPIES		0	25
STACEY BRUMME		0	25
TEMPLETON'S		0	25
Total		0	800
Estimated Total 2018		19420	11875

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Suisun Historic Waterfront BID						
2021 Budget DRAFT						
					Draft 2021 Budget	
Ordinary Income/Expense						
Income						
REVENUE						
			Mothers Day Income	10,000.00	**	
			Business Assessments	11,875.00		
			Art Wine Income	10,000.00	**	
			Total REVENUE	31,875.00		
			Transfer from reserve	12,000.00		
			Total Income	43,875.00		
Expense						
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		
			Restaurant Week	2,000.00		
			BID Mixer	600.00		
			Total Event Expenses	7,600.00		
Operating Expenses						
			Accounting Fees	1,200.00		
			Bank Charges	35.00		
			Contract Labor	3,000.00		
			Insurance	2,000.00		
			Miscellaneous Expenses (banners, etc)	700.00		
			Office Supplies	450.00		
			Postage, shipping, delivery	400.00		

				Tax Preparation	550.00	
				Taxes	200.00	
				Web Hosting & Upgrades	495.00	
				Total Operating Expenses	9,030.00	
				Beautification - Cleanup	14,400.00	
				Total Expense	45,030.00	
				Net Ordinary Income	-1,155.00	
				Net Income	-1,155.00	
				** Provided that we can hold events		

Clear Image Sign Co.

225 Benton Ct
 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 E171

Date 8/21/2020

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

SHIP TO

PO Number	Terms	Customer #	Service Rep	Project

Description	Quantity	Price/Rate	Tax	Amount
18"x24" SINGLE SIDED COROPLAST SIGNS WITH H STAKE	25.00	\$13.59	✓	\$339.75

AMOUNT PAID	\$0.00
AMOUNT DUE	\$368.19

DISCOUNT	\$0.00
SHPPING COST	\$0.00
SUB TOTAL	\$339.75
Sales Tax 8.37% on \$339.75	\$28.44
0.00% on \$0.00	\$0.00
TOTAL	\$368.19