AGENDA

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

Thursday, June 16, 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 May 19, 2022

6. Treasurer’s Report (oral) – Magda Funk
   - New bookkeeper update

7. Old Business
   A. Website/postcard update – Magda Funk
   B. Update SCHWBID Media & Marketing Plan & timeline – Cole-Rowe
   C. Art, Wine & Music – Cole-Rowe
      a. New Timeline
      b. Assignments
      c. Music Contracts
      d. Mossa Contract
      e. Sponsorship
      f. Postcards
      g. ABC license - ServSafe Alcohol training
   D. Estimate for sign repair (Hwy 12/Sunset) – City Update
   E. Your Town contract – another six months?

8. New Business
   A. Election Procedure – Cole-Rowe
   B. August Mixer
   C. Interviewing interested parties for independent work for BID

9. Upcoming BID Meeting: Thursday, July 21, 2022 – 5:00 PM
MINUTES
REGULAR MEETING OF THE SUISUN CITY HISTORIC WATERFRONT
BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Thursday, May 19, 2022
5:00 PM – 6:00 PM
Suisun City Council Chamber Via Zoom

The meeting was called to order at 5:05 pm by Laura Cole-Rowe.

Attendance:
City Representatives, City of Suisun City – Janet Hull
Board – Magda Funk, John Harter, Laura Cole-Rowe
Businesses – Ed Kimble, Soulified

Public Comment - none

Board Comment - none

Minutes - Moved by Magda Funk, seconded by John Harter to approve Minutes of March 17, 2022 and April 21, 2022. Motion carried.

6. Treasurer’s Report – Magda Funk
   • BID fees received from city - $13,228.75
   • Tax filings for 2021 were done by Kristie and filed
   • New bookkeeper update – Sherri Scarrott does not do QuickBooks – does manually
   • Trailer registration is good for five years so not due at this time.
   • Balances - $31,601.02 – WestAmerica; $1159.30 in Valley Strong
   • Profit from Mother’s Day is estimated to be $3447.36

7. Old Business
   A. Website/postcard update – Magda has been working with Stephanie Knight on website – going with Wix – updating logos and business listings.
   B. Mother’s Day event – Event was discussed; as always, need more volunteers; hard to do on Sunday Mother’s Day as people are busy.
   C. Updating SCHWBID Media & Marketing Plan and timeline – tabled until next meeting

8. New Business
   A. Art, Wine & Music – discussion held; Laura will send new timeline for next meeting; glasses are cheaper than Mother’s Day (only 36 left) – to order 600 at $1.55 each. There are new requirements for ABC license
- ServSafe Alcohol training – Laura will do. Laura has two bands for the event; will get contracts. Discussed sponsorship for event – Laura will get contact for Caymus Winery – Chuck Wagner as several of her friends know him personally.

B. Discussion on estimate for sign repair (Hwy 12/Sunset) – we cannot afford this; to discuss with Kris on city repairing the sign.

C. Elections – waiting for list on who has paid so that we can hold elections.

**Upcoming BID Meetings:** Thursday, June 16, 2022 – 5:00 PM

Moved by John, seconded by Magda to adjourn meeting at 6:14 pm. Motion carried.
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
- Metro Area Residents & Visitors (Defined as 50–70 mile radius)

SCHWBID Media Marketing

- Waterfront District Businesses Directory Brochure or Booklet (request city’s business license list and monthly update of new business licenses) – done
- Welcome Package/ New Business Orientation Program (revised letter, perhaps offers from downtown businesses?) – done; no offers
- Facebook, Instagram & Twitter (need login for Twitter and Instagram) – done
- Marketing in local channels TV & Radio (need to develop message – cost may be prohibitive)
- Website Updating and Promotion – in progress
- 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 – in progress
2. Less paper used/wasted.
3. Brochure racks will not be necessary.
4. New pictures of Waterfront District area needed – done
5. Include postcard in the welcome package for new businesses. Postcard done
6. Cost for postcards only (not design) for 5,000 is about $140 online
7. Distribution to members, including two hotels and train depot. Not yet done

Welcome Package

*Waterfront District Businesses Welcome Package to include:*

1. Welcome Letter (update) Done
2. Waterfront District Business postcards for their place of business
3. Map of the City and/or Waterfront souvenir (TBD)
4. Sheet of welcome coupons from Waterfront businesses (TBD) Not doing

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 Done

**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. New passwords done

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?**

**Comments from board included:**
- **Demographic/Target Market** is over 35 with disposable income
- **Tiza Art** – 35+ - women
- **Waterfront Comics** – 35+ - men; families on weekends
- **Athenian** – 50% are over 50 or with families; Travis AFB, other businesses
- **Customers have traditional feel** – not you
- **Natural resources of area are important** – Suisun Marsh, bird watching, water sports, outdoor yoga, wildlife center, fishing
- **Emphasize the uniqueness of the area** – products, eateries – Best Kept Secret
- **Discover the Hidden Gem of Solano County**
- **Walkable, Getaway – stay a while**
- **Use more Instagram with photos; get a YouTube Channel?**

### 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 - Eliminate
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. Shelly commented that ads did not do much, but a general interest story did – explore this avenue

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
## Art, Wine and Music Workplan 2022

<table>
<thead>
<tr>
<th>Item</th>
<th>Who is responsible</th>
<th>Estimated Cost 2022</th>
<th>Actual Cost</th>
<th>Due by:</th>
<th>Status</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fill out 2022 permit &amp; partnership agreement from City to use Harbor Square Park</td>
<td>Laura</td>
<td>0</td>
<td></td>
<td></td>
<td>Discussion</td>
<td></td>
</tr>
<tr>
<td>Book Entertainment</td>
<td>Laura</td>
<td>$900</td>
<td>6/10/2022</td>
<td>In progress</td>
<td>Jim Funk; Shuffle</td>
<td></td>
</tr>
<tr>
<td>Website Update on Event</td>
<td>Laura</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decide on pricing; discounts; early bird or not? Design/Order Postcards (5,000)</td>
<td>All</td>
<td></td>
<td></td>
<td>$10/glass</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inform BID members/assoc. members about event by email; include volunteer opportunities</td>
<td></td>
<td></td>
<td>July 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC class to get permit</td>
<td>Laura</td>
<td></td>
<td>July 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Caymus for sponsorship including only using their wines</td>
<td>Laura</td>
<td></td>
<td></td>
<td>Contact Caymus - lcr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book Vendors</td>
<td>Brenda</td>
<td></td>
<td>Continuous</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Layout of event for vendors, food, wineries, ticket sales</td>
<td>Brenda/All</td>
<td></td>
<td>ASAP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Three Highway signs go up by Sept 1 - give changes to Sheryl at Clear Image</td>
<td>Brenda/All</td>
<td></td>
<td>Sept. 1</td>
<td></td>
<td>Let her know by August 1</td>
<td></td>
</tr>
<tr>
<td>Ad - Breeze - Sept</td>
<td></td>
<td></td>
<td>Aug. 1</td>
<td>1/2 page plus PR piece</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press release for Breeze for Sept. issue</td>
<td>Brenda</td>
<td></td>
<td>Aug. 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Arrange Special Event Insurance</strong></td>
<td>Magda</td>
<td></td>
<td>Aug. 15</td>
<td>check w/ city; check online</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Order wristbands</td>
<td>Magda</td>
<td></td>
<td>Aug. 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media - FB/Twitter - get info on wineries &amp; vendors coming to event; advertise pre-sale</td>
<td>Laura</td>
<td></td>
<td>July 15 &amp; Continuous</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water for sale - at BID booth - make decision if we will be doing and assign volunteer</td>
<td>Magda</td>
<td></td>
<td>Sept. 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Permit</td>
<td>Laura</td>
<td></td>
<td>Aug. 15</td>
<td>Update for this event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Book Security</td>
<td>Laura</td>
<td></td>
<td>Aug. 15</td>
<td>Will contact Juan</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Item 7.C
**Art, Wine and Music Workplan 2022**

<table>
<thead>
<tr>
<th>Task</th>
<th>Responsible</th>
<th>Due Date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order wine glasses - check current inventory</td>
<td>Magda</td>
<td>Aug. 1</td>
<td>600; have 36</td>
</tr>
<tr>
<td>Miscellaneous supplies, printing, mileage, ice buckets/corkscrews/pitchers/spit buckets/pourers (have 20) - check inventory and order more if necessary</td>
<td></td>
<td>Aug. 15</td>
<td></td>
</tr>
<tr>
<td>Contact Volunteers</td>
<td>ALL</td>
<td>ASAP to start</td>
<td>Need list of who the board has contacted to make database; all board members need to volunteer and/or recruit volunteers</td>
</tr>
<tr>
<td>Table/chair/tent rentals - from city; otherwise check with Platinum Services for pricing</td>
<td></td>
<td>Aug. 1</td>
<td>City inventory - 15-20 8 ft tables, 50 chairs</td>
</tr>
<tr>
<td>Distribute postcards and posters to downtown, city, etc.</td>
<td>Brenda/Other board members</td>
<td>Aug. 1</td>
<td></td>
</tr>
<tr>
<td>Change date on wired signage</td>
<td>Laura</td>
<td>Aug. 1</td>
<td></td>
</tr>
<tr>
<td>Order Porta Potties (include hand washing stations)</td>
<td>Magda</td>
<td>Sept. 1</td>
<td>Negociate - what county requires</td>
</tr>
<tr>
<td>Ad - Breeze -Sept/ Oct</td>
<td>Laura</td>
<td>Aug. 1</td>
<td></td>
</tr>
<tr>
<td>Ad - Local Wine Events</td>
<td>Laura</td>
<td>Aug. 1</td>
<td>Will contact them</td>
</tr>
<tr>
<td>Press release for Breeze for Sept/Oct issue</td>
<td>Brenda</td>
<td>Aug. 1</td>
<td>Press release only</td>
</tr>
<tr>
<td>Get ABC License (no more than 30 days in advance)</td>
<td>Laura</td>
<td>Sept. 5</td>
<td>Do by mail early so that we don't have to drive; All wineries together;</td>
</tr>
<tr>
<td>First September Event/Promotion meeting</td>
<td>All</td>
<td>Sept. 7</td>
<td></td>
</tr>
<tr>
<td>Sellers Permit from Board of Equalization</td>
<td>Laura</td>
<td>Sept. 15</td>
<td></td>
</tr>
<tr>
<td>City - No Pet signs, additional garbage cans, lawn sprinklers off, pop-up tents (BID has 4), folding chairs (do we need?) - follow up in writing/email</td>
<td>All</td>
<td>Sept. 15</td>
<td></td>
</tr>
<tr>
<td>Send out Event Day Information showing site map, set-up time, directions, etc to crafts, chocolate, wine and food vendors.</td>
<td>Brenda</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>First Round of Press Releases - Patch, DR, VV Reporter</td>
<td>Laura</td>
<td>Sept. 1</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>Radio Ads - KUIC</td>
<td>Laura</td>
<td>Sept. 15</td>
<td>Do we want to spend $ on this?</td>
</tr>
<tr>
<td>DR advertising</td>
<td>Laura</td>
<td>TBD</td>
<td>How much do we want to spend on this?</td>
</tr>
<tr>
<td>Tablecloths - have enough in stock</td>
<td>Laura</td>
<td>n/a</td>
<td>We have 20 60 x 126 in burgundy and 12 round white</td>
</tr>
<tr>
<td>Place event signs downtown</td>
<td>All</td>
<td>15-Sep</td>
<td></td>
</tr>
<tr>
<td>Perks for volunteers for day of event</td>
<td>All</td>
<td></td>
<td>Discussion - volunteer perk could be wine glass and two tickets - thoughts?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Round of Press Releases - Patch, DR, VV Reporter</th>
<th>Laura</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold Volunteer Meeting/Event to, go over details</td>
<td></td>
</tr>
<tr>
<td>2nd September Event/Promotion meeting</td>
<td></td>
</tr>
<tr>
<td>Order Ice from Virgil's</td>
<td>Laura</td>
</tr>
</tbody>
</table>

**WEEK BEFORE EVENT**

- Buy or pick up wine
- Update poster to hang in back of the Wine Ticket Sale Booth showing costs participating wineries, rules and poster showing price and what you get for $
- Toilet paper for porta potties
- Purchase roll of tickets
- Delivery of Porta Potties - lock them up!
- Pick up trailer & set behind Tiza Art

**DAY OF EVENT**

- Make sure supplies - pourers, pitchers, banners etc. are returned from wineries
Art, Wine and Music Workplan 2022

<table>
<thead>
<tr>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breaking down wine glass boxes during the day - assign volunteer</td>
<td></td>
</tr>
<tr>
<td>Set-up - No pets signs placed</td>
<td></td>
</tr>
<tr>
<td>Set-up - traffic control before event</td>
<td></td>
</tr>
<tr>
<td>Set-up - Wine booths - buckets for ice and wine</td>
<td></td>
</tr>
<tr>
<td>Set-up wine ticket booth - bring out glasses, signage, etc.</td>
<td></td>
</tr>
<tr>
<td>Set-up - Tents</td>
<td></td>
</tr>
<tr>
<td>Set-up - BID booth</td>
<td></td>
</tr>
<tr>
<td><strong>Clean-up and breakdown</strong></td>
<td><strong>Need Volunteers!!!</strong></td>
</tr>
<tr>
<td><strong>AFTER EVENT</strong></td>
<td></td>
</tr>
<tr>
<td>Pay Board of Equalization</td>
<td></td>
</tr>
<tr>
<td>October Event/Promotion meeting - recap; income, expenses &amp; profit</td>
<td><strong>Preliminary P&amp;L; suggestions for future</strong></td>
</tr>
<tr>
<td><strong>TOTAL BUDGET</strong></td>
<td></td>
</tr>
</tbody>
</table>