

**CITY OF SELMA  
BID ADVISORY  
SPECIAL MEETING AGENDA**

**Meeting Location:**

**Selma City Hall**

**1710 Tucker Street**

**Wednesday, January 24, 2024 | 5:30 PM**

Join Zoom Meeting | <https://zoom.us/j/97153260834> | Meeting ID: 971 5326 0834

- I. CALL TO ORDER: Char Tucker
- II. ROLL CALL: Richard Braden            Nick Sahota            Stuart Skoglund  
                         Rosa Gonzalez            Parminder Singh            Char Tucker            Mike Valverde
- II. FLAG SALUTE:            Stuart Skoglund
- III. MINUTES: Review and approve minutes from 1.8.23
- V. PUBLIC COMMENT: This is the time for any citizen to address the Commission on any issue appearing on this agenda. Time may be regulated to five minutes.
- VI. REGULAR BUSINESS: **NOTICE TO THE PUBLIC:** Members of the audience may speak on any item not appearing on the agenda but the Commission may regulate the time allowed to speak to five minutes.

**DISCUSSION/ INFORMATION ITEMS:**

**A. Raimi and Associates stakeholder discussion.**

**ACTION ITEMS**

**B. 2024 Business Improvement Grant Program and prepare a recommendation for Council.**

- VII. REQUEST FUTURE AGENDA ITEMS: This is the time or any member of the BID Advisory Board to request agenda items for a future meeting.
- VIII. ADJOURN:

Respectfully Submitted: Alicia Aguirre

## **Agenda Item (A). Rami and Associates stakeholder discussion.**

**Background:** The City of Selma has contracted with Raimi and Associates for the development of a Downtown Strategic Plan. The Strategic Plan will include the following components:

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- Background and Context Setting, on the Plan development process and Downtown Selma
- Challenges, Constraints, and Opportunities, detailed description of the physical and economic challenges and constraints that hinder the revitalization of Downtown Selma, combined with a description of the major assets and opportunities.
- Placemaking strategies, such as gateway treatments, street reconfigurations, public plazas, shade canopy, misting stations, art installations, or visual connections from the freeway to downtown.
- Branding/Marketing Strategies, such as emphasizing the Raisin Capital of the World designation, marketing to freeway travelers.
- Economic Strategies, insights from the Market and Retail Analysis will inform recommendations that reflect trends that have emerged over the past decade and the projected future vision of the downtown coincident with the creation of the Downtown Selma Business Improvement District.
- BID capacity and utilization, the goal will be to identify tenant types and market segments that are well-suited for the Downtown area and identify ways to use BID revenue in strategic and catalytic ways to foster new investment.
- Implementation Measures, actionable measures to implement the recommendations and strategies including needs for environmental/CEQA clearance for specific projects.

**Discussion:** This discussion is a stakeholder meeting led by Raimi and Associates.

**Recommendation:** This is a discussion item.

## **Agenda Item (B). 2024 Business Improvement Grant Program**

**Background:** The BID Advisory board has been working towards designing a business improvement grant program. In preparation for the Budget presentation, the BID should articulate the draft guidelines for this program.

Staff have reviewed the guidelines and provided recommendations.

**Discussion:** This is a continued discussion from the January 8, 2023, meeting. The BID should discuss staff recommendations, develop an application, and a grading rubric that will be used to evaluate the applications received.

**Recommendation:** Finalize draft guidelines, grading rubric, and application form for the proposed Business Improvement Grant and recommend it for approval to the City Council.