

**CITY OF SELMA
BID ADVISORY
MEETING AGENDA**

Meeting Location:

Selma City Hall

1710 Tucker Street

Wednesday, December 6, 2023 | 5:30 PM

- I. CALL TO ORDER: Char Tucker
- II. ROLL CALL: Char Tucker Parminder Singh Mike Valverde Nick Sahota
 Harold Phillips Stuart Skoglund Rosa Gonzalez
- III. MINUTES: Review and approve minutes from 11.28.23
- IV. FINANCIAL REPORT: Review and approve financials for December.
- 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.

INFORMATION ITEMS:

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| A. Review Draft Logo Design | Brandon Hirsch
Print Theory |
| B. Proposed Content Calendar for December | Nathan Gomez
Print Theory |

DISCUSSION/ACTION ITEMS:

- C. Development of FY 2024 Budget for the Downtown Business Improvement District**
- D. Review of BID Management Plan for FY 2024 Adoption**
- E. Review of Operating Plan Document**

- VII. ADJOURN:

Respectfully Submitted: Alicia Aguirre

Agenda Item (C). Development of FY 2024 Budget for the Downtown Business Improvement District

Background: As per the BID management plan, it is the responsibility of the BID Board to present an annual budget to the Council for approval to ensure the district's ongoing operation. The last budget and management plan were approved by the City Council in November 2022.

Discussion: Review the current budget and continue discussions for the 2024 Downtown BID Budget. The 2024 Budget will be presented to the City Council in January.

Recommendation: TBD by discussion.

Agenda Item (D). Review of BID Management Plan for FY 2024 Recommendation

Background: The management plan was adopted in November 2022; there is an opportunity for the BID Advisory Board to recommend amendments to the management plan.

Discussion: The BID should review and update the management plan and prepare any recommended changes to present at the January 16 City Council Meeting.

Recommendation: TBD by discussion.

Agenda Item (E). Review of Operating Plan Document

Background: The BID Advisory board began working on an operating plan in September that encompasses the following:

- Mission
- Vision
- Goals
- Strategic Objectives
- Governance Structure and Management
- Budget
- Performance Measurements

- Timeline
- Stakeholder Participation and Feedback Mechanisms

Discussion: The BID should review the operating plan and consider additions and revisions and consider presenting it to the City Council in the January 16 meeting.

Recommendation: TBD by discussion.