

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

Meeting Location:

Selma City Hall

1710 Tucker Street

Wednesday, December 20, 2023 | 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: Char Tucker Parminder Singh Mike Valverde
Stuart Skoglund Rosa Gonzalez Nick Sahota
- II. FLAG SALUTE: Stuart Skoglund
- III. MINUTES: Review and approve minutes from 12.11.23
- 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/ACTION ITEMS:
- A. Development of FY 2024 Budget for the Downtown Business Improvement District**
- B. Review of BID Management Plan for FY 2024 Adoption**
- C. Review of Draft Operating Plan**
- D. Developing Draft Guidelines and Assessing Feasibility for a Potential 2024 Façade Grant Program**
- E. Confirm 2024 BID Meeting Schedule**
- 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). 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. During the December 06, 2023 and December 11, 2023 BID meetings, the board had a workshop in which they identified potential projects for funding.

Discussion: Review the current budget, review results from December 4th workshop, and continue discussions for the 2024 Downtown BID Budget. The 2024 Budget will be presented to the City Council in January.

Recommendation: Complete the 2024 Budget and recommend it for approval to the City Council.

Agenda Item (B). Review of BID Management Plan for 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, 2024, City Council Meeting.

Recommendation: Complete the 2024 BID Operating Plan and recommend it for approval to the City Council.

Agenda Item (C). Review of the Draft-Operating Plan

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, consider additions/ revisions and consider presenting it to the City Council in the January 16, 2024 meeting.

Recommendation: Complete the 2024 BID Operating Plan and recommend it for approval to the City Council.

Agenda Item (D). Developing Draft Guidelines and Assessing Feasibility for a Potential 2024 Façade Grant Program

Background: The BID Advisory board has been working towards designing a facade grant to include in their 2024 budget. In preparation for the Budget presentation, the BID should articulate the draft guidelines for this program, and develop criteria for the following:

- Eligible Applicants
- Eligible Improvements
- Ineligible Improvements
- Application Requirements
- Processing of Application
- Approval Procedures
- Program Budget and General Guidelines
- Timeline

Discussion: This is a continued discussion from the December 11, 2023 meeting. The BID should discuss each topic listed above and prepare to present the program during the January City Council Meeting.

Recommendation: Finalize draft guidelines for the proposed Façade Grant and recommend it for approval to the City Council.

Agenda Item (E.) Confirm 2024 BID Meeting Schedule

Background: In November 28, 2023 the BID Advisory Board changed their meeting time to start at 5:30 PM the first and third Wednesday of the month.

Discussion: A scheduling conflict has been raised. The committee should discuss whether a new meeting time needs to be identified.

Recommendation: Propose a meeting schedule for the BID Advisory Board to be considered by City Council via resolution on January 16, 2024.