

**CITY OF SELMA
BID ADVISORY
MEETING AGENDA**

Meeting Location:

Selma City Hall

1710 Tucker Street

Wednesday, February 14, 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: Richard Braden
- III. MINUTES: Review and approve minutes from the regular meeting on January 24, 2024
- 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. Social Media February Content Update
- B. Downtown Pressure Washing Update and Discussion

ACTION ITEMS

- C. Develop guidelines, application, and scoring rubric for 2024 Business Improvement Grant Program.
- D. Downtown Logo New Iteration

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

Respectfully Submitted: Alicia Aguirre

Agenda Item (A). Social Media February Content Update.

Background: The Downtown BID is contracting with Print Theory for Social Media services.

Discussion: Print Theory has prepared a content calendar for February.

Recommendation: This is an information item.

Agenda Item (B). Downtown Pressure Washing Update and Discussion

Background: The Downtown BID has identified the pressure washing of downtown as a target project for 2024. The committee has solicited quotes from pressure washing service providers. So far two quotes have been solicited.

Discussion: The committee should solicit a third quote.

Recommendation: This is an information item.

Agenda Item (C). Develop guidelines, application, and scoring rubric for 2024 Business Improvement Grant Program.

Background: The BID Advisory board has been working towards designing a business improvement grant program. In preparation for the presentation to Council, the BID should develop 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, provide direction and develop an application with a scoring rubric to accompany the program guidelines.

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

Agenda Item (D). Downtown Logo New Iteration

Background: The Downtown BID worked with Print Theory for the development of a Downtown Logo.

Discussion: The logo was referred to City Council for Adoption on 2/05/24, City Council tabled the discussion with direction to the BID to continue working on the logo design.

Recommendation: Staff is recommending that the BID review the comments made by the City Council to revise the logo to present multiple iterations of the logo at a future Council meeting for adoption.