

**CITY OF SELMA
BID ADVISORY
MEETING AGENDA**

Meeting Location:

Selma City Hall

1710 Tucker Street

Wednesday, February 28, 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: Rosa Gonzales
- III. MINUTES: Review and approve minutes from 2.14.24
- IV. FINANCIALS: Review February 2024 Financial Report
- 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.

ACTION ITEMS

- A. Review Downtown Logo Quote**
- B. Social Media February Content Update**
- C. Develop guidelines, application, and scoring rubric for 2024 Business Improvement Grant Program.**

DISCUSSION/ INFORMATION ITEMS:

- D. Events in the Downtown**
- E. Downtown Economic Incentives**
- F. Downtown Pressure Washing Update**

- 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). Review Downtown Logo Quote

Background:

The Downtown Business Improvement District (BID) collaborated with Print Theory to develop a logo for the downtown area. The logo was presented to the City Council on 2/05/24. However, the Council decided not to adopt the logo at that time. Instead, the Council tabled the decision and instructed the BID Board to continue refining the logo and bring it back to Council for reconsideration at a later date.

Discussion:

During the meeting on 2/14/24, the BID directed staff to request a quote from Print Theory for another 1-2 rounds of revisions to the logo. The BID Board will review the quote provided by Print Theory and decide whether to proceed with contracting them for further changes to the downtown logo. This process will culminate in presenting the revised logo to the City Council once again.

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

Background:

With the help of Print theory, the BID board launched its social media platforms in November 2023. The board approved spending for two premium content packages composed of (8) 15 second videos and 10 photos, with the intent to revisit after two packages and make adjustments as needed.

Furthermore, in the 2024 Operating plan the board articulated the following goals:

- Achieve a 200% increase in engagement by the end of 2024.

	January 1, 2024 Accounts Engaged	February 23, 2024	% Increase
Instagram	56	237	423%
Facebook	1	31	3,100%

- Achieve a follower count of 2,000 by the end of 2024.

	January 1, 2024, Followers	February 23, 2024, Followers	Percentage Progress
Instagram	61	444	22.22% of goal
Facebook	3	83	4% of goal

Discussion:

Discuss progress and strategies to achieve social media and engagement goals. Discuss whether this content package is still the best for the board’s needs. The average burn rate of the content package is about 6-8 weeks to get through the (8) 15 second videos and 10 photos.

Recommendation:

Staff recommends the BID continue on the premium package through the end of the July 2024.

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.

Discussion:

This is a continued discussion from the February 14, 2024, meeting. The BID should discuss their recommendations, provide directions, and examples to develop an application, and 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). Events in the Downtown.

Background:

This item was included at the request of a board member, with intent to explore the feasibility of monthly downtown evening events.

Discussion:

The Board should have a discussion about the feasibility of monthly events downtown hosted by the Downtown BID.

Recommendation:

This is a discussion item.

Agenda Item (E). Downtown Economic Incentives.

Background:

This item was included at the request of a board member, with intent to discuss Economic Incentives downtown.

Discussion:

Current inventory of downtown economic incentives include:

- City of Selma Façade Improvement Revolving Loan Fund: Matching loan of up to \$5,000 available to property owners in the Downtown High Street Area.
- Streamlined permitting and building applications through the Economic Development Department.
- New Employment Opportunity (NEO): Wage Reimbursement of 100% for the first three months of employment for hiring qualified employees. Available through Fresno County Economic Development Corporation (EDC) in partnership with the County of Fresno Department of Social

Recommendation:

This is a discussion item.

Agenda Item (F). Downtown Pressure Washing.

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.

Discussion:

After research and consulting with the City attorney, all improvements funded with public dollars are subject to prevailing wage.

Recommendation:

This is an information item.