

**CITY OF SELMA
BID ADVISORY
MEETING AGENDA**

Meeting Location:

Selma City Hall

1710 Tucker Street

Wednesday, April 10, 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: Nick Sahota
- III. MINUTES: Review and approve minutes from 2.28.24
- IV. FINANCIALS: Review April 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. **Select a Band for Downtown Summer Event**
- B. **Review Public Works Quote for Pressure Washing Services**

- 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) Select a Band for Downtown Summer Event

Background:

This is a follow-up to a discussion held on February 28, 2024, during which the downtown Business Improvement District (BID) outlined their event plans for the downtown area. In that meeting, there was a suggestion to collaborate with the community services and recreation department on these events. Then, on March 23, 2024, the community services department attended a scheduled meeting and presented their plans for summer events, specifically on June 14th, 21st, and 28th. During this meeting, both the BID and Community Services explored the idea of partnering for a downtown event. The BID expressed interest in sponsoring a band for one of the three dates proposed by Community Services.

Discussion:

The BID Board has asked to see the quotes that Community Services received for the summer event series, as they are considering sponsoring a band. The Community Services department has received quotes from three bands:

1. Genfm: https://youtu.be/secCgAvz9jI?si=Fhu_rkE-ClmPIR9y
 - a. \$500 (\$250 per hour)

2. Lucky Devil's Band: <https://www.youtube.com/watch?v=sRhjpF8iRHQ&t=15s>
 - a. \$3,885 (6pc Band)

3. Marie Wilson Band: <https://www.youtube.com/watch?v=s1FxAUScuR8&t=26s>
 - a. (\$2,000)

Recommendation:

Staff is recommending that the BID proceed with sponsoring the Marie Wilson Band for \$2,000. This recommendation is based on the band's versatility and range, as they are capable of playing both the latest hits and well-known classics. Additionally, the band's name recognition is highlighted, with their regular appearances across the central valley at popular wine weekend venues such as Toca Winery in Madera and Ramos Winery in Kingsburg. Furthermore, they have experience performing at large events like the "Taste of Pismo" event.

Agenda Item (B). Review Public Works Quote for Pressure Washing Services

Background:

The BID Advisory board asked Selma Public Works Department for a quote on pressure washing services for the Downtown Business Improvement District. Michael Honn, the Public Works Director, attended the BID meeting on February 14, 2024, to discuss the estimated cost of providing monthly services to the district for a year. Director Honn mentioned that their department would need to purchase equipment for proper water drainage. The BID requested a revised quote for monthly services for the first three months and then quarterly for the remaining six months.

Discussion:

The Public Works Director has offered two quotes: one for monthly pressure washing services for a year, totaling 12 washes, and another for six washes per year. However, if the BID decides to move forward with the pressure washing services by Public Works- the pressure washing for the Downtown District will not commence until the next fiscal year, allowing Public Works to allocate a new budget for acquiring the required equipment.

Recommendation:

Staff is requesting directions on the item.