

**CITY OF SELMA
BID ADVISORY
MEETING AGENDA**

Meeting Location:

Selma City Hall

1710 Tucker Street

Wednesday, April 24, 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 Rosa Gonzalez
 Parminder Singh Char Tucker Mike Valverde
- II. FLAG SALUTE: Mike Valverde
- III. MINUTES: Review and approve minutes from 4.10.24
- IV. FINANCIALS:
- 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. **Continued Discussion of the Revised Downtown Logo and Consider Recommendation to City Council**
- B. **Consider Authorizing a Social Media Giveaway on the Downtown Selma Accounts**

DISCUSSION ITEMS:

- C. **Downtown BID Training Presentation**
- D. **Downtown Strategic Plan Update**
- VII. STAFF UPDATES: This is a time for staff to present any updates on ongoing BID programs.
- VIII. REQUEST FUTURE AGENDA ITEMS: This is the time for any member of the BID Advisory Board to request agenda items for a future meeting.
- IX. ADJOURN: Char Tucker

Respectfully Submitted: Alicia Aguirre

Agenda Item (A). Continued Discussion of the Revised Downtown Logo and Consider Recommendation to City Council

Background:

The Downtown BID Advisory Board has been working on a downtown logo to be used across communication material and placemaking signage in the downtown business improvement district. The Board recommended a logo to City Council on February 5th. The Council tabled the approval of the logo and provided feedback to the board. The board continued to work with Print Theory to make changes to the logo.

Discussion:

At this time Print Theory has provided revised logos taking into account feedback from the BID advisory Board and the City Council. The BID Board should communicate whether they have any changes to the designs presented and discuss which of the designs presented they would like to recommend to City Council for approval.

Recommendation:

Recommend a Logo to City Council for adoption.

Agenda Item (B) Consider Authorizing a Social Media Giveaway on the Downtown Selma Accounts

Background:

This is a follow-up to a discussion previously held on March 27th in which the BID explored the idea of hosting a social media giveaway on their Facebook and Instagram to encourage visibility of their social media platforms. Staff then looked into the feasibility of this marketing approach.

Discussion:

The Downtown BID can host a giveaway on their platform to increase their following and interactions on the page. Previously the BID discussed getting donations from downtown businesses or purchasing a gift card to raffle off. Both options are viable, and the BID should discuss their desire giveaway prize.

Recommendation:

Give direction to staff in regard to what the giveaway item will be and the length of the window for submissions.

Agenda Item (C) Downtown BID Training Presentation

Background:

This is a follow-up to a discussion held on April 10, 2024, during which the downtown Business Improvement District (BID) expressed a need for clarification on their activities as outlined by the documents that established the Downtown Business Improvement District which include : the council resolution, management plan, and operating plan.

Discussion:

A presentation by City Staff to follow.

Recommendation:

n/a.

Agenda Item (D) Downtown Strategic Plan Update

Background:

The Downtown Strategic Plan is underway, the City has contracted with Raimi and Associates for a strategic plan that will outline a cohesive vision for downtown Selma and serve as a framework for future projects.

Discussion:

The Downtown Public Input Meetings will be held March 17th and 18th at the Selma Library.

Recommendation:

n/a.