

**CITY OF SELMA
BID ADVISORY
MEETING AGENDA**

Meeting Location:

Selma City Hall

1710 Tucker Street

Wednesday, July 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 Ramza Coury
 - II. FLAG SALUTE: Nick Sahota
 - III. MINUTES: Review and approve minutes from 6.26.24 and 7.10.24.
 - 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. **Discussion and Revision of the Downtown Logo - Development Instructions and Next Steps**
- DISCUSSION ITEMS:**
- B. **Social Media Update from Print Theory**
 - C. **Recap of Downtown Events**
- 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

A. Discussion and Revision of the Downtown Logo - Development Instructions and Next Steps

BACKGROUND:

The Downtown Business Improvement District (BID) has contracted with Print Theory to develop a new Downtown Logo. The BID has requested that the City Council appoint two members to serve on a Downtown Logo Steering Committee. This committee will provide input throughout the development process to ensure the logo is developed collaboratively.

DISCUSSION:

The group will discuss the goal and purpose of the logo, as well as review previous iterations of the logo and identify the necessary changes to align the logo with the desired vision.

RECOMMENDATION:

TBD by discussion.

B. Social Media Update from Print Theory

Print Theory will give a social media update. This is a discussion item.

C. Recap of Downtown Events

Staff will provide a summary of the food truck event on 7/19 and give updates for the event being hosted on 7/26. This is a discussion item.