

**CITY OF SELMA
BID ADVISORY
MEETING AGENDA**

**Fire Department Lobby
1711 Tucker St.
Selma, CA 93662**

WEDNESDAY, July 26, 2023 | 1:30 PM

- I. CALL TO ORDER: Char Tucker
- II. ROLL CALL: Char Tucker
Harold Phillips
Parminder Singh
Stuart Skoglund
Mike Valverde
- III. PLEDGE OF ALLEGIANCE: Parminder Singh
- IV. PUBLIC COMMENT: This is the time for any citizen to come forward to the podium and address the Commission on any issue not appearing on this agenda. Time may be regulated to five minutes.
- V. REGULAR BUSINESS: **NOTICE TO THE PUBLIC**: Members of the audience may speak on any item appearing on the agenda but the Commission may regulate the time allowed to speak to five minutes.
- | | |
|------------------------|-------------------|
| A. Roles and Positions | Discussion/Action |
| B. Mission Statement | Discussion/Action |
| C. Operating Plan | Discussion |
- VI. **ADJOURN**:

Respectfully Submitted: Alicia Aguirre

Agenda Item V. (A) Roles and Positions

Establishing roles and positions for this committee is crucial as it provides clarity, accountability, and effective coordination among BID team members, leading to improved productivity and successful outcomes. Below is a description of the roles for the BID advisory committee.

Chairperson: The chairperson is responsible for leading the committee and ensuring its smooth functioning. Their roles include:

- Presiding over meetings and setting the agenda.
- Facilitating discussions and maintaining order.
- Making decisions when necessary and resolving conflicts.
- Representing the committee to external stakeholders.
- Ensuring that committee goals and objectives are met.

Vice Chairperson: The vice chairperson supports the chairperson and may assume their responsibilities in their absence. Their roles include:

- Assisting the chairperson in managing committee activities.
- Collaborating with the chairperson to develop meeting agendas.
- Leading meetings and discussions when the chairperson is absent.
- Taking on additional tasks delegated by the chairperson.

Secretary: The secretary is responsible for maintaining accurate records and documentation of committee activities. Their roles include:

- Taking minutes during meetings and recording decisions and action items.
- Organizing and maintaining committee records, including meeting agendas and minutes.
- Distributing relevant materials and communications to committee members.
- Managing committee correspondence and maintaining a contact list.
- Assisting in preparing reports and documents as needed.

Treasurer: The treasurer oversees the financial aspects of the committee. Their roles include:

- Managing the committee's budget and financial resources.
- Keeping records of income and expenses.
- Reporting financial information to the committee and relevant stakeholders.
- Assisting in budget planning and financial decision-making.
- Ensuring compliance with financial policies and procedures.

Members: Committee members have general responsibilities that include:

- Attending meetings regularly and actively participating in discussions.
- Contributing expertise and insights relevant to the committee's purpose. Providing input, suggestions, and feedback to the committee.
- Completing assigned tasks and responsibilities promptly.
- Collaborating with other members to achieve committee goals.

The BID Advisory Board has previously nominated Char Tucker as Chair of the BID Advisory Board, and Harold Phillips as Vice Chair. Available positions include Secretary, and Communications Liaison.

Recommended Action Item: BID Advisory Board should nominate members for the vacant roles and positions.

Agenda Item V. (B) Mission Statement

Developing a mission statement for the Selma Business Improvement District is crucial as it provides a clear and concise articulation of the district's purpose, goals, and values, serving as a guiding compass for decision-making and strategic planning. It helps align stakeholders, foster community engagement, and ensure a unified vision for the district's growth and development.

Recommended Action Item: BID Advisory Board should develop and adopt a mission statement by workshopping the group's ideas.

Agenda Item V. (D) Operating Plan

Developing an operating plan is essential for the Selma Business Improvement District (BID) as it provides a structured framework and roadmap for the district's activities and initiatives. This plan outlines the BID's goals, strategies, and timelines, ensuring a coordinated and efficient approach towards improving the downtown area. By investing time in developing an operating plan, the BID can establish clear priorities, allocate resources effectively, and measure progress, leading to successful implementation of projects, enhanced collaboration among stakeholders, and tangible positive outcomes for the entire downtown community.

Below are guiding topics that should be considered for the development of an operating plan:

- Introduction and Background
- Governance Structure and Management
- Vision, Mission, and Goals/ Strategic Objectives
- Budget
- Marketing and Promotion Strategies
- Performance Measurement and Evaluation
- Timeline
- Stakeholder Participation and Feedback Mechanisms

Discussion: The BID Advisory Board members should begin discussion about the goals, priorities, strategies, timelines, and performance indicators that the BID will implement.