

**CITY OF SELMA  
BID ADVISORY  
SPECIAL MEETING  
MEETING AGENDA**

**CITY HALL  
1710 Tucker St.  
Selma, CA 93662**

**FRIDAY, July 28, 2023 | 8:00 AM**

- 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. Authorize spending for the development of a logo Action
  - B. Authorize spending for committee business cards Action
  - C. Authorize spending to hire a social media consultant Action
- VI. **ADJOURN:**

Respectfully Submitted: Alicia Aguirre

### **Agenda Item V. (A) Authorize spending for the development of a logo**

Developing a logo for a downtown Business Improvement District is crucial as it serves as a visual representation of the district's identity and creates a strong brand image. A well-designed logo can enhance recognition, instill a sense of unity among businesses, and attract both locals and tourists, ultimately contributing to Downtown Selma's growth and success.

*Recommended Action Item:* BID Advisory Board authorize spending up to \$150 on the development of a logo.

### **Agenda Item V. (B) Authorize spending for committee business cards**

Having business cards for each Business Improvement District Advisory Committee member is essential as it facilitates networking and promotes professional communication within the community. Business cards serve as a tangible and convenient way for members to exchange contact information, fostering collaboration, and strengthening relationships, which are vital for the collective growth and prosperity of the district.

*Recommended Action Item:* The BID Advisory Board is advised to approve a budget of up to \$200 for the printing of business cards.

### **Agenda Item V. (C) Authorize spending to hire a social media consultant**

Hiring a social media consultant for the Selma Downtown Business Improvement District can effectively leverage digital platforms to promote local businesses, events, and initiatives, fostering community growth and economic development

*Recommended Action Item:* The BID Advisory Board is advised to approve a budget of up to \$1,500 a month for social media management services.