

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

Meeting Location:

Selma City Hall

1710 Tucker Street

Monday, January 8, 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: Char Tucker Parminder Singh Mike Valverde
 Stuart Skoglund Rosa Gonzalez Nick Sahota Richard Braden

II. FLAG SALUTE: Mike Valverde

III. MINUTES: Review and approve minutes from 12.20.23

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.

DISCUSSION/ACTION ITEMS:

A. Review Draft Guidelines 2024 Business Improvement Grant Program and Prepare a Recommendation for 2.5.23 City Council Meeting

B. Recommend a Logo to City Council for the Downtown Selma Business Improvement District

C. Nominate Members for Vacant Positions: Chair, Vice Chair, Secretary, and Communication Liaison

INFORMATION ITEMS:

D. 2024 Meeting Schedule

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:

Respectfully Submitted: Alicia Aguirre

Agenda Item (A). Review Draft Guidelines 2024 Business Improvement Program and prepare a recommendation to Council

Background: The BID Advisory board has been working towards designing a grant program that would reimburse business owners within the Downtown Business Improvement District for eligible improvements to their storefront. The BID should articulate the draft guidelines for this program, and develop criteria for the following:

- Eligible Applicants
- Eligible Improvements
- Ineligible Improvements
- Application Requirements
- Processing of Application
- Approval Procedures
- Program Budget and General Guidelines
- Timeline

Discussion: This is a continued discussion from the December 20, 2023 meeting. The BID should discuss each topic listed above and prepare to present the program during the February City Council Meeting.

Recommendation: Finalize draft guidelines for the proposed Façade Grant and recommend it to the Selma City Council for approval. Present during the February Council Meeting.

Agenda Item (B.) Recommend a Logo to City Council for the Downtown Selma Business Improvement District

Background: The Downtown Business Improvement district has gone through 5 rounds of logo iterations.

Discussion: Review final version of Downtown Selma Logo.

Recommendation: Recommend a Logo to City Council for adoption.

Agenda Item (C.) Nominate Chair, Vice Chair, Secretary, and Communications Liaison

Background:

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.
- 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 in setting meeting agenda items.
- 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 minutes.
- Distributing relevant materials and communications to committee members.
- Assisting in preparing reports and documents as needed.

Social Media Liaison: The Social Media Liaison plays a crucial role in enhancing the committee's online presence and communication. Their responsibilities include:

- Overseeing management of the committee's social media accounts.
- Overseeing the creation of engaging content to share committee activities and achievements.
- Interacting with the online community, responding to comments, and fostering engagement.
- Collaborating with the committee to promote events and initiatives on social media.
- Providing regular updates to the committee on social media trends and feedback received.

Discussion: The BID Advisory Board shall nominate a board chair, vice chair, secretary, and social media liaison.

Recommendation: BID Advisory Board should nominate members for the vacant roles and positions.

Agenda Item (D.) 2024 Meeting Schedule

**SEE ATTACHMENT*

BID 2024 MEETING SCHEDULE

WEDNESDAY, JANUARY 24

WEDNESDAY, JULY 10

WEDNESDAY, FEBRUARY 14

WEDNESDAY, JULY 24

WEDNESDAY, FEBRUARY 28

WEDNESDAY, AUGUST 14

WEDNESDAY, MARCH 13

WEDNESDAY, AUGUST 28

WEDNESDAY, MARCH 27

WEDNESDAY, SEPTEMBER 11

WEDNESDAY, APRIL 10

WEDNESDAY, SEPTEMBER 25

WEDNESDAY, APRIL 24

WEDNESDAY, OCTOBER 9

WEDNESDAY, MAY 8

WEDNESDAY, OCTOBER 23

WEDNESDAY, MAY 22

WEDNESDAY, NOVEMBER 13

WEDNESDAY, JUNE 12

WEDNESDAY, NOVEMBER 27

WEDNESDAY, JUNE 26

WEDNESDAY, DECEMBER 11

WEDNESDAY, JULY 10

THURSDAY, DECEMBER 26