

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

Meeting Location:

Selma City Hall

1710 Tucker Street

Wednesday, May 29, 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 5.8.24
 - 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 Downtown Events Schedule**
 - B. Downtown BID Operating Budget FY 24-25**
- 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 Downtown Event Schedule

Background:

With the goal of attracting more people to the downtown area, the BID Advisory Board has expressed interest in organizing downtown events and has requested to partner with the community services department. Currently, the community service department has identified three dates for a summer series June 14th, 21st, and 28th. The Downtown BID will sponsor a live band for June 28th. Furthermore, the Business Improvement District has expressed interest in adding a second leg to Community Services Summer series, by continuing a series of Friday events in the Downtown through the month of June beginning with June 12th.

Discussion:

Community Services, Recreation Supervisor, Liz Martinez, will be here to discuss opportunities for collaboration between the BID and Community Services.

The BID should discuss expenses related to these events to include in their formal budget.

Recommendation:

The BID Advisory Board should deliberate on coordinating food trucks, and format options for an event series.

Agenda Item (B) BID Budget

Background:

The BID is responsible for the annual presentation of the Business Improvement District Budget. In December the BID presented the following 6- month budget which was approved by the City Council.

Revenue	
Anticipated revenue from 2024 BID assessment	\$25,000
Contribution from Selma City Council FY 22-23	\$50,000
Beginning Fund Balance	\$11,000
TOTAL	\$86,000
Spending for District Activities	
Marketing: Social Media Management, and Social Media Advertising.	\$8,500
Social Media Management	
Social Media Advertising	
Beautification	\$45,000
New Benches	
New Trashcans	
Branded Street Signs	
Pressure Washing (High Street)	
Business Improvement Grant Program	\$28,000
Contingency	\$4,500
TOTAL	\$86,000

Discussion:

The Downtown BID is now tasked with developing a 12-month budget for FY 24-25, which commences on July 1, 2024. Given the transition from a 6-month budget to a 12-month budget, the Downtown BID should approach the budget development process strategically and comprehensively. They should evaluate the performance of the recently approved 6-month budget to identify strengths, weaknesses, and areas for improvement. They should define clear and measurable budget objectives aligned with the BID's mission, goals, and strategic priorities. Whether it's enhancing downtown infrastructure, supporting local events and promotions, or implementing beautification projects, they should prioritize initiatives that deliver tangible benefits to the downtown community. They should allocate financial resources based on identified priorities, anticipated needs, and available funding sources.

Recommendation:

Discuss and draft a budget that will be presented to City Council for FY 24-25.