

**CITY OF SELMA
BID ADVISORY
MEETING AGENDA**

Meeting Location:

Selma City Hall

1710 Tucker Street

Wednesday, March 13, 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 Stuart Skoglund
 Rosa Gonzalez Parminder Singh Char Tucker Mike Valverde
- II. FLAG SALUTE: Rosa Gonzales
- III. MINUTES: Review and approve minutes from 2.28.24
- IV. FINANCIALS: Review March 2024 Financial Report
- 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/ INFORMATION ITEMS:

A. Events in the Downtown

ACTION ITEMS

B. Develop guidelines, application, and scoring rubric for 2024 Business Improvement Grant Program.

- 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: Char Tucker

Respectfully Submitted: Alicia Aguirre

Agenda Item (A). Events in the Downtown.

Background:

This is a follow-up from February 28, 2024, when the downtown Business Improvement District (BID) talked about their plans for events in the downtown area. During that conversation, there was a suggestion to reach out to the community services and recreation department to explore the possibility of working together on these events.

Discussion:

The community service department has dates identified for summer events the dates are: June 14th , 21st , and 28th. Recreation Supervisor, Liz Martinez, is open to collaborating with the Downtown BID and is willing to hear what ideas the Board has in mind.

Recommendation:

This is a discussion item.

Agenda Item (B). Develop guidelines, application, and scoring rubric for 2024 Business Improvement Grant Program.

Background:

The BID Advisory board has been actively developing a grant program aimed at improving business storefronts. To present this program to the Council, the BID needs to create draft guidelines. This follows on from discussions held during the February 28, 2024, meeting. During the February 28, 2024 meeting, BID Board Member Skoglund introduced an application, that the board had no changes.

Mr. Skoglund also presented a grading rubric. Members of the BID agreed to offer feedback on the rubric and program guidelines to the staff.

Discussion:

Board members are encouraged to finalize Storefront Improvement Grant Guidelines and the application grading rubric before making a recommendation to the Council.

Recommendation:

Finalize draft guidelines, grading rubric, and application form for the proposed Business Improvement Grant and recommend it for approval to the City Council.