

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

**Meeting Location:**

**Selma City Hall**

**1710 Tucker Street**

**Wednesday, May 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: Richard Braden          Nick Sahota          Rosa Gonzalez  
                                 Parminder Singh          Char Tucker          Mike Valverde
  - II. FLAG SALUTE:          Mike Valverde
  - III. MINUTES: Review and approve minutes from 4.24.24
  - 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.    **Event Schedule for FY 24-25**
  - B.    **BID Budget**
  - C.    **Continue developing the Downtown Logo**
- 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). Event Schedule for FY 24-25

### **Background:**

With the goal of attracting more people to the downtown, 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 28<sup>th</sup>.

### **Discussion:**

The BID Advisory Board has asked to explore future downtown events and a potential collaboration with the Community Services Department. Staff has initiated contact with the Community Services Department, suggesting that the BID Advisory Board first discuss event details such as dates, venues, and styles (e.g., pop-up events, downtown movies, live music) before formalizing any partnership.

### **Recommendation:**

The BID Advisory Board should deliberate on the scheduling, locations, and format options (e.g., pop-up events, downtown movies, live music) 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.

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

**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 for FY 24-25.

**Agenda Item (C). Downtown Logo****Background:**

The Downtown BID Advisory Board has been working on a downtown logo to be used across communication material and placemaking signage in the downtown business improvement district. The Board recommended a logo to the City Council on February 5th. The Council tabled the approval of the logo and provided feedback to the board. The board continued to work with Print Theory to make changes to the logo. On April 24<sup>th</sup> the BID Board agreed on a revised logo to recommend to Council to take to council which addressed the initial comments provided by Council. During the April 6<sup>th</sup> Council Meeting Parminder Singh presented the recommended logos. Council had further feedback and tabled the discussion until further revisions were made to the logo.

**Discussion:**

The BID Advisory Board should discuss the feedback provided by Council.

**Recommendation:**

The BID Advisory Board should continue to work on the downtown logo.

# **DOWNTOWN SELMA BID ADVISORY**

Meeting Minutes – April 24, 2024

Selma City Hall  
1710 Tucket St.

**CALL TO ORDER:** 5:32 PM

**ROLL CALL:** Char Tucker, Parminder Singh, Rosa Gonzalez, Richard Braden, Mike Valverde

**MINUTES:** Minutes from 04/10/2024; Motion to approve by Richard Braden. Seconded by Mike Valverde. Motion passed 5-0.

**FINANCIAL REPORT:** Motion to approve by Mike Valverde. Seconded by Parminder Singh  
Motion passed 5-0.

**PUBLIC COMMENT:** NONE

**REGULAR BUSINESS:**

**A. Continued Discussion of the Revised Downtown Logo and Consider**

**Recommendation to City Council:** Print Theory had 4 logos to present to the board. Richard Braden motioned for three logos to be presented to the City Council. Motion was seconded by Parminder Singh. Motion passed 5-0.

**B. Consider Authorizing a Social Media Giveaway on the Downtown Selma**

**Accounts:** A giveaway through social media had been discussed as a possibility in prior meetings. The goal is to obtain more followers for said accounts as well as bring more foot traffic into the district. Parminder Singh motioned to do two giveaways for two Disneyland tickets each. Mike Valverde seconded the motion. Motion passed unanimously.

**C. Downtown BID Training Presentation:** The BID expressed the need for clarification on what activities should be accomplished. Alicia Aguirre gave a presentation to give more context on items such as purchasing policy, management plan, and operating plan.

**D. Downtown Strategic Plan Update:** Design workshop will be held on May 17<sup>th</sup> and 18<sup>th</sup> at the Selma Library with a presentation to be held on the last day at 3:30 pm.

**REQUEST FUTURE AGENDA ITEMS:**

1. Budget

**MEETING ADJOURNED:** 6:49 pm