

Santa Paula Property Business Improvement District

Board of Directors Meeting

March 9, 2022, 3:00 – 4:00 PM

City Hall Council Chambers

Board of Directors: David Lippert (President), Greg Grimes (Treasurer), Jose Luis Melgar (Vice-President), Krysz Bojanowski (Secretary), Neil Morrissette

City Council Representative – Leslie Cornejo

Santa Paula Chamber Representative – John Marquez

Santa Paula City Representative: Jonathan Royas

1. Call to Order.
2. Public Comments – Limited to three minutes per person.
3. Review of Minutes
 - 2/9/2022 Board Meeting
4. Financials
 - PBID Financial Update
5. PBID Renewal
 - Building owner outreach
 - Petitions
6. City Update
 - RRM Update
7. Projects
 - Banners
 - Lighting
 - Other projects
8. Chamber update
 - Downtown Events
 - Cruise Night Season
 - Beer, Wine, and Cider Walk
 - Citrus Music Festival
9. Date for next meeting- April 13th, 3:00-4:00pm (Location: TBD)
10. Annual Meeting
11. Adjourn

Santa Paula Property Business Improvement District

Minutes from Feb 9, 2022, 3:00 – 4:30 PM PST
Zoom

In Attendance: Jose Luis Melgar, Jonathan Royas, Leslie Cornejo, John Marquez, Greg Grimes, David Lippert, Krys Bojanowski, Neil Morrissette, James Mason

Absent: None

1. **Meeting Call to Order:** Meeting was called to order at 3:01PM PST.

2. **Public Comments:** No public comments were brought before the board.

3. **Minutes:** Minutes from 1/12/2022.

Comment: David noted a correction on the minutes in Section 6. The letter “d” was missing from the word “asked”.

Jose motioned to approve minutes. Krys seconded. Motion carried.

4. **Financials:** Current PBID Balance as of 1/31/2022 is \$125,671.07. This includes \$23, 073.99 from the PBID account and \$103, 597.08 from the city PBID account. Jonathan provided a new update from the city on Feb 8, 2022, that lists a new city PBID account total of \$112,578.63. The updated total balance is \$135,652.62. This will be reflected in an updated financial report to be sent out to the board. **Approval of minutes tabled until the next board meeting.**

5. **Consultant Update:**

Property owner outreach: Jonathan contacted Lisa Staben, owner of the Century 21 property, to discuss her interest in participating in the PBID. She will review the information and get back to him.

John provided the information for Vista Real Charter School. He will follow up with them once they review the materials.

Jose will reach out to Santa Paula Inn to see their interest in participating in the PBID district.

The Santa Paula Art Museum has interest in being included in the PBID district. John provided materials for them to review.

Jonathan asked the board if they would consider adding the three properties directly across the street from the SP Art Museum to be part of the district. **David motioned to have him contact those businesses to discuss their participation in the district. Krys seconded. Motion carried.**

Petitions: Kristin Lowell will send Jonathan the petitions for the PBID renewal. Jonathan and John will review and present to the group at a workshop scheduled for Wednesday February 23rd at 3:00pm in the City Council Chambers.

6. City Update:

James and Neil discussed the RRM projects. Twenty-eight potential projects were included in the board packet. James and Neil were going to review each project identify the cost and the responsibility of each project. They suggested a conducting a workshop to discuss each project.

Tree Grate Project: The North side of Main Street is almost complete. The board asked about the South Side of Main. No plans were in place yet to work on it. Consideration from the board to expand funding to complete the South side of the district. It will be and the March agenda for discussion.

7. Projects:

Banners: New banners have been completed. The total cost for the PBID \$3,637.20. The next steps for the city it to work on new Military banners.

Tree Lighting: Jonathan discussed fixing the up lighting for the three trees in Green St. alley. The cost to repair each light is \$934 per light. Also, one additional tree on Main Street could be included in the project. This will give the group a comparison of tree lighting options for the future. The estimated cost is about \$3,600. The board requested getting additional quotes to review. Jonathan will go back to Greg Barnes with the request and report back to the group.

Parking Lot Lights: LED lights have been installed on both the North and South lots. Acorn lights in the Green Street alley have also been replaced. An invoice of \$2,619.15 has been submitted to the board. David motioned to approve to pay the invoice. Jose seconded. Motion approved.

The city applied for the Clean California Grant. This proposed grant lists projects that includes lighting, wayfinding signs, public art, and more. Jonathan will keep the group posted on the status.

John and Jonathan will attend a presentation from Everytown USA on a potential phone app that can be used as a marketing tool for the city. They will report back at the next board meeting.

8. Chamber Update:

John and Jonathan will set up a meeting with Ish Cordero to discuss the Cruise Night season.

John reached out to several restaurants to provide information on a business grant from the Hispanic Chamber of Commerce. Many of the restaurants in the district meet the qualifications for the grant.

The chamber continues the Covid-19 outreach with businesses. They have provided several businesses in the district with free PPE materials.

8. Next meeting date: March 9, 2022 @ 3:00pm – City Hall Council Chambers

9. Meeting adjourned: 4:02pm

Respectfully submitted,
John Marquez