

Date	Category	Suggestion on how funds could be used
4/15/2026	Parking	<p>Offering lot-specific or 3-hour-spot specific parking passes, similar to what local residents have for street parking? What our Abacus team is finding is all of the park-n-ride spots in the Hopmonk lot are often full. We'd gladly pay a \$60 annual fee to avoid tickets while we're working.</p> <p>It's great town is flourishing and we're looking at doing more to enhance its vitality, but until there's a parking structure or more public, long-term parking, passes seem an easy option. I plan to attend the meeting on May 4th to hear all that folks have to add.</p>
4/22/2026	Advertising/ Marketing	<p>Support the promotion of business activities and downtown vitality through marketing and advertising campaigns especially radio and Sonoma Magazine as well as other Press democrat publications. We believe decorations, public events and music activities are well managed by the Chamber of Commerce. Parking has never been a complaint of our customers.</p> <p>We have always believed that marketing and advertising is money well spent especially as a group entity, since it is expensive.</p>
4/28/2026	Redesign Downtown	<p>I brought up an idea at the last DRB meeting, to host a design competition for a redesign of the downtown plaza. I'd like to suggest that some of the BID finds could be used for this project, perhaps in combination with other public or private funds. While new banners and sidewalk sales can enliven the downtown streetscape, they are a temporary way to attract and sustain a thriving business environment. A plaza that is more welcoming, comfortable, and connected to the rest of downtown would be a much more robust, long-term effort towards this same goal.</p>
4/28/2026	Downtown Improvement	<p>One Time:</p> <ul style="list-style-type: none"> • Website & Downtown Events Calendar: \$2000 – \$3000 Development of a centralized, easy-to-use website that highlights downtown businesses and provides a single location for events and promotions. All BID members will be able to participate and list offerings at no additional cost. • Professional Content Creation (Photo & Video): \$4000 - 5000 Creation of a high-quality, evergreen library of images and short-form video showcasing Downtown Sebastopol. These assets will be shared with all BID businesses to support their individual marketing efforts, reducing the need for each business to invest separately. <p>Recurring</p> <ul style="list-style-type: none"> • Main Street Beautification (Seasonal Flowers & Holiday Lighting): \$4,000 – \$5,000 annually Enhancing the appearance of downtown creates a welcoming environment that encourages visitors to stay longer, explore more businesses, and return more often. • Sonoma County Tourism Magazine (2-Page Spread): Approximately \$3,400 - \$3,600 annually Inclusion in this widely distributed publication ensures Downtown Sebastopol is represented to visitors already traveling within Sonoma County. This provides broad exposure for multiple businesses within a single placement. • Website Maintenance & Updates: \$300 – \$700 annually Ongoing support to keep the website and events calendar current and useful for both businesses and visitors.

Date	Category	Suggestion on how funds could be used
4/30/2026	Downtown Cleanup	<p>Council should try to form a volunteer downtown cleanup association, which could be comprised of Chamber Members, Rotary clubs, Nonprofit members (like senior center folks) - get volunteers downtown 1x per month. I think this would foster community involvement and show people that residents and the business community want a nice downtown and also save money from a PW standpoint! I think it might be worth investigating. If you could get 20 volunteers each month, that would have a positive impact psychologically and on the actual appearance of downtown. Maybe the Downtown Business Tax could go toward organizing and supporting volunteer clean up days?</p> <p>If you could provide some funding for someone to organize it and provide drinks (?) that could go a long way. For instance if you could get \$750 per session (\$9000 annually) to organize and provide beverages and tools, that is much cheaper and has a better psychological impact than having Public Works do it. Maybe the organizer could target a volunteer group each month - rotary, senior center, any high school, chamber members, 4H, Goldridge Fire Explorers, boy scouts - so you could build a core of volunteers and then supplement with specific groups.</p>