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PUBLIC NOTICE ··· PUBLIC NOTICE ··· PUBLIC NOTICE

NOTICE OF PUBLIC HEARING

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PETALUMA APPROVING THE 2024 DOWNTOWN PETALUMA BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT AND RELATED BUDGET; DECLARING THE INTENTION TO LEVY THE 2024 ANNUAL ASSESSMENT FOR THE DISTRICT; AND SETTING A PUBLIC HEARING ON THE PROPOSED 2024 ANNUAL ASSESSMENT

WHEREAS, on November 20, 2000, in accordance with California Streets and Highways Code Section 36500 et seq. ("the Act"), the Petaluma City Council adopted Ordinance 2104 N.C.S., later codified as Chapter 6.04 of the Petaluma Municipal Code, establishing the Downtown Business Improvement District ("DBID"), within the area described in Exhibit 1, which is attached to and made a part of this Resolution; and

WHEREAS, Section 6.04.050 of the Petaluma Municipal Code lists the types of improvements and activities that may be funded by the levy of assessments on businesses within the DBID as follows:

A. The acquisition, construction, installation or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following improvements:

1. Benches
2. Trash Receptacles
3. Decorations
4. Façade Improvements
5. Permanent Landscaping

B. Activities including, but not limited to, the following:

1. Promotion of public events which benefit businesses in the area and which take place on or in public places within the area.
2. Furnishing of music in any public place in the area.
3. Activities which benefit businesses located and operating in the area, including but not limited to, commercial shopping and promotional programs; and

WHEREAS, under Section 6.04.100 of the Petaluma Municipal Code, the Board of Directors established to govern the affairs of the DBID must present the City Council with an annual report and budget for review and approval prior to the City Council consideration of levying a benefit assessment for the following fiscal year; and

WHEREAS, the requirements of Petaluma Municipal Code Section 6.04.100 are in accordance with the Act, which establishes annual procedures governing the levy of assessments pursuant to the Act, including preparation of an annual report, adoption of a resolution of intent giving notice of a public hearing at which written and oral protests may be made concerning levy of an annual assessment, and adoption of a resolution approving the annual report and levying the assessment; and

WHEREAS, Section 36535 of the Act provides that public hearings on levy of annual assessments pursuant to the Act must be conducted in accordance with Sections 36524 and 36525 of the Act, which provide as follows:

A. The City Council shall hear and consider all protests against the establishment of the area, the extent of the area, or the furnishing of specified types of improvements or activities within the area. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

B. Every written protest shall be filed with the City Clerk at or before the time fixed for the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

C. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest which does not comply with this section shall not be counted in determining a majority protest.

D. If written protests are received from the owners of businesses in the proposed area which will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than that 50 percent, no further proceedings to create the specified parking and business improvement area or to levy the proposed assessment, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.

E. If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the area, those types of improvements or activities shall be eliminated; and

WHEREAS, the proposed DBID 2024 Budget establishes the following budgetary priorities with estimated revenues and expenditures:

Percentage	Services	Amount
27%	Security	$19,710
23%	Marketing	$16,790
30%	Beautification	$21,900
20%	Administration	$14,600
	Total	**$73,000**

WHEREAS, the 2024 Annual Report of the DBID is on file at the City Clerk's office for public review, and attached to the staff report as Attachment 1 and contains a full and detailed description of the DBID improvements and activities to be provided for the 2024 fiscal year, the boundaries of the DBID and any benefit zones within the DBID, and the proposed assessments to be levied on businesses in the DBID for the 2024 fiscal year; and

WHEREAS, administration of assessment districts does not constitute a project under the California Environmental Quality Act (CEQA) because it involves continuing administrative or maintenance activities and organizational or administrative activities that will not result in direct or indirect physical changes in the environment. [14 Cal. Code Regs. § 15378(b)(2) & (5); and

WHEREAS, if the proposed action did constitute a project under CEQA the proposed action is statutorily exempt under CEQA Guidelines Section 15273(a) (Rates, Tolls, Fares, and Charges) and categorically exempt under CEQA Guidelines Sections 15301 (Existing Facilities) and 15304 (Minor Alterations to Land) as the resulting funds will be used to maintain downtown.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Petaluma as follows:

1. The above recitals are hereby declared to be true and correct and are incorporated into findings of the City Council.

2. Finds that the administration of assessment districts does not constitute a project under the California Environmental Quality Act (CEQA) because it involves continuing administrative or maintenance activities and organizational or administrative activities that will not result in direct or indirect physical changes in the environment. [14 Cal. Code Regs. § 15378(b)(2) & (5). And if the proposed action did constitute a project under CEQA the proposed action is statutorily exempt under CEQA Guidelines Section 15273(a) (Rates, Tolls, Fares, and Charges) and categorically exempt under CEQA Guidelines Sections 15301 (Existing Facilities) and 15304 (Minor Alterations to Land) as the resulting funds will be used to maintain downtown.

3. The DBID 2024 Annual Report and Budget is hereby approved.

4. Subject to California Streets and Highways Code Section 36500 et seq. (the "Act") and a public hearing to be held pursuant to the Act, the Petaluma City Council intends to levy the assessment described in the DBID Annual Report and Budget for Fiscal Year 2024 to pay for improvements and activities within the DBID, which Annual Report and Budget is attached to and made a part of this Resolution as Exhibit A in accordance with Chapter 6.04 of the Petaluma Municipal Code and the Act.

5. A public hearing concerning levy of the assessment proposed for the DBID for calendar year 2024 will be conducted by the City Council on Monday, January 8, 2024, at the hour of 6:30 p.m., or as soon thereafter as the matter will be heard. The hearing will be held in person at City Hall, 11 English Street, Petaluma, Calif. Information on how to listen and/or speak at the hearing will be on the January 8, 2024, Petaluma City Council meeting agenda: https://cityofpetaluma.org/meetings/ by January 4, 2024.

In accordance with the Americans with Disabilities Act, if you require special assistance to participate in this meeting, please contact the City Clerk's Office at (707) 778-4360 (voice) or (707) 778-4480 (TDD). Translators, American Sign Language interpreters, and/or assistive listening devices for individuals with hearing disabilities will be available upon request. A minimum of 48 hours is needed to ensure the availability of translation services. In consideration of those with multiple chemical sensitivities or other environmental illness, it is requested that you refrain from wearing scented products.

Office of the City Clerk
December 29, 2023

Attachment 2 - Exhibit A

Petaluma Downtown Business Improvement District

2024 Annual Report, Budget, Assessment Schedule, and Map

1) Changes in Boundaries: None are proposed.

2) Changes in the Basis or Method of Assessment: None are proposed.

3) Changes in Classification of Businesses: None are proposed.

4) Improvements/Activities to be Undertaken & Related Budget: As proposed in the budget below.

5) Surplus/Deficit Carried Over from Prior Year: None

6) Contributions from Other Sources: None

2024 Budget Allocations

Percentage	Activity Type	Amount
27%	Security	$19,710
23%	Marketing	$16,790
30%	Beautification	$21,900
20%	Administration	$14,600
100%	Total Services	$73,000

Security - 27% - The Petaluma Downtown Association (PDA) contracts for security coverage of the general downtown area to be performed on a regular nightly schedule.

Marketing - 23% - These funds are used to supplement additional funds paid by individual merchants for the combined marketing efforts to create public awareness of events occurring in the downtown, e.g., Sidewalk Sale, Trick-or-Treat Trail, and other downtown events such as those listed under "administration." PDA develops joint marketing agreements with the merchants using these funds and utilizes the combined buying power of the PDA and merchant community to obtain favorable prices for advertising that would not ordinarily be available to the individual merchant.

Beautification - 30% - A volunteer committee meets to consider requests for investing in beautification projects downtown. Directional signage, holiday decorations, seasonal banner placements, and graffiti cleanup are among the beautification projects funded by the BID.

Administration - 20% - Collected funds go to the day-to-day operations of the PDA office. Cost centers include rent, salary expense, and event coordination. This budget item also includes costs associated with assessment collections, including accounting services, printing, and mailing/postage.

BID 2024 Proposed Projects		
Projected Revenue		
100% Collection	**$73,000**	
Proposed Projects	**Expected**	**Notes**
Security Patrols		Private security patrols DAILY 10pm-4am 52 weeks
Security 27%	**$19,710**	
Destination marketing downtown	$2,500	Destination marketing ads & editorial in Chamber & Visitors guide
Sidewalk Sale	$1,200	Street banner $400, additional banners $150 advertising $500
Billiboard Signage	$1,550	Billiboard signage for peak events in downtown
Trick or Treat	$700	Posters, maps, ads, balloons
Social Media Campaigns	$1,000	Ads thru facebook & other social media promoting events & downtown
shopping		
Holiday Merchant Events Downtown	$3,000	Carolers, horse & buggy rides, entertainment, flyers, posters, ads
Holiday Marketing season	$4,340	Ads digital and print promoting events & downtown shopping
Holiday Radio ad campaign	$2,500	Holiday radio campaign - 4 weeks shared with merchants
SubTotal	**$16,790**	
Marketing 23%	**$16,790**	
Signage	$2,000	Directional signage to downtown
Misc. materials	$2,000	Support for events downtown
Holiday Lighting	$2,000	Holiday additional lighting
Holiday Decorations	$10,900	70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage
4 seasonal banner placement	$5,000	Spring, Summer, Fall Banners
SubTotal	**$21,900**	
Beautification 30%	**$21,900**	
Administration Costs		
BID local billing & collection	$9,500	BID processing locally
Office staffing costs allocation	$5,100	Administrative cost allocation
SubTotal	**$14,600**	
Administration 20%	**$14,600**	
GRAND TOTAL	**$73,000**	

Types of Businesses Assessed

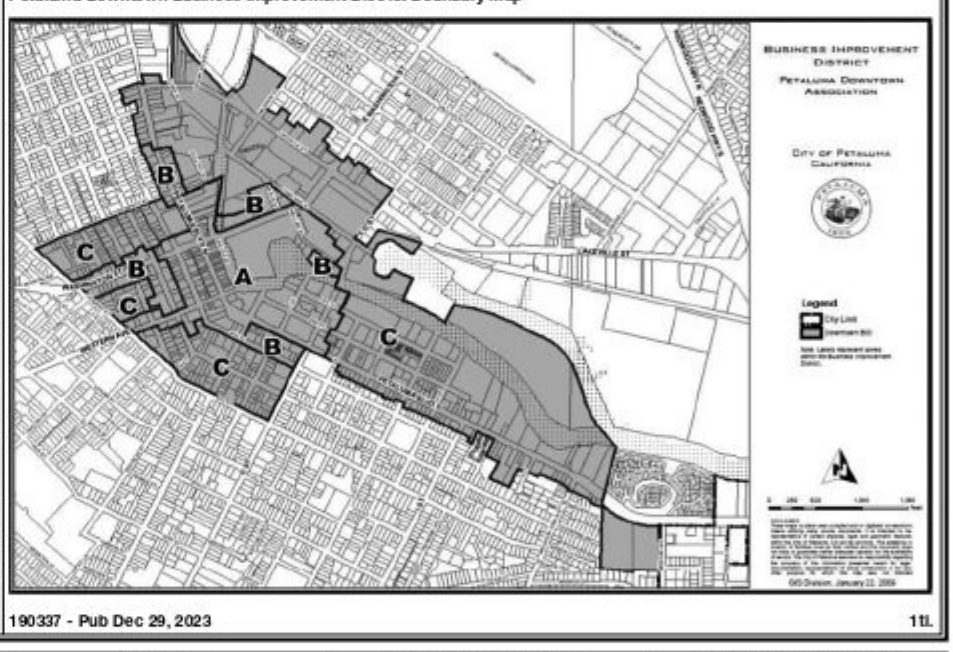
- Retail, Restaurant and Antique Collectives: Businesses that buy and resell goods or comestibles. Examples are clothing stores, shoe stores, office supplies and antiques shops as well as businesses that sell prepared foods and drinks.
- Service Businesses: Businesses that sell services. Examples are beauty and barbershops, repair shops, most automotive-orientated businesses, entertainment businesses such as theaters, etc.
- Lodging: Includes renting rooms by the day or week to community visitors.
- Professional Businesses: Includes: Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.
- Financial Institutions: Includes Banking, Savings, Loan and Credit Unions.

Assessment by Type of Business Within Zones

Business Type		Zone A	Zone B	Zone C
Restaurants & Retailers				
	1 - 3 Employees	150	100	50
	4 - 6 Employees	250	166	83
	7+ Employees	350	232	116
Antique Collectives				
	1-3 Dealers	150	100	50
	4 - 6 Dealers	250	166	83
	7+ Dealers	350	232	116
Service Operators				
	1-3 Emp/Operators	150	100	50
	4-6 Emp/Operators	250	166	83
	7+ Emp/Operators	350	232	116
Professional Businesses		125	82	41
Financial Institutions		500	500	500
Lodging				
	1-10 Rooms	150	150	150
	11-25 Room	250	250	250
	26+ Rooms	350	350	350

Note: Retail, restaurant, and service businesses will be charged on size which will be determined by number of employees, either full-time or the equivalent made up of multiples of part-time employees while Antique Collectives will be charged by number of business licenses active within one location.

Petaluma Downtown Business Improvement District Boundary Map



190337 - Pub Dec 29, 2023 1ti.

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 202303533

The following person (persons) is (are) doing business as:

Garage Gal located at 24520 Ramal Rd, Sonoma, CA, 95476; Mailing Address 145 Legacy Ct, Napa CA 94559 Napa County, is hereby registered by the following owner(s): Winside USA Inc. 24520 Ramal Rd, Sooma, CA, 95476

A CA Corporation

The registrant commenced to transact business under the fictitious name or names above on N/A.

I declare that all information in this statement is true and correct.

Signed: Angelica deVere

This statement was filed with the County Clerk of SONOMA COUNTY on 12/05/2023

I hereby certify that this copy is a correct copy of the original statement on file in my office.

DEVA MARIE PROTO
Sonoma County Clerk
By /s/
Mary Damon
Deputy Clerk
SEAL

W0049609 - December 15,22,29,January 5 2024 4ti.

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 202303466

The following person (persons) is (are) doing business as:

Tuttle's Hoen Pharmacy located at 4731 Hoen Ave, Santa Rosa, CA, 95405; Sonoma County, is hereby registered by the following owner(s): Tuttle's Pharmacies Inc. 1220 Sonoma Ave, Santa Rosa, CA, 95405

A CA Corporation

The registrant commenced to transact business under the fictitious name or names above on 1988.

I declare that all information in this statement is true and correct.

Signed: Robert J Pellegrini

This statement was filed with the County Clerk of SONOMA COUNTY on 12/01/2023

I hereby certify that this copy is a correct copy of the original statement on file in my office.

DEVA MARIE PROTO
Sonoma County Clerk
By /s/
Julio Montes Lopez
Deputy Clerk
SEAL

W0049635 - December 15,22,29,January 5 2024 4ti.

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 202303412

The following person (persons) is (are) doing business as:

RUSSIAN RIVER ATELIER located at 546 Woodridge Rd, GEYSERVILLE, CA, 95441; Sonoma County, is hereby registered by the following owner(s): LINDA JANE SCHROETER 546 Woodridge Rd, GEYSERVILLE, CA, 95441

An Individual

The registrant commenced to transact business under the fictitious name or names above on 10/21/2014.

I declare that all information in this statement is true and correct.

Signed: LJSchroeter

This statement was filed with the County Clerk of SONOMA COUNTY on 11/27/2023

I hereby certify that this copy is a correct copy of the original statement on file in my office.

DEVA MARIE PROTO
Sonoma County Clerk
By /s/
Bryant Hill
Deputy Clerk
SEAL

W0049641 - December 2,22,29,January 5,12 2024 4ti.

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 202303639

The following person (persons) is (are) doing business as:

CELESTIAL LINKS located at 1445 GOODWIN AVENUE, PENNGROVE, CA, 94951; Sonoma County, is hereby registered by the following owner(s): PAULA CASTANEDA 1445 GOODWIN AVENUE, PENNGROVE, CA, 94951

An Individual

The registrant commenced to transact business under the fictitious name or names above on N/A.

I declare that all information in this statement is true and correct.

Signed: Paula Castaneda

This statement was filed with the County Clerk of SONOMA COUNTY on 12/14/2023

I hereby certify that this copy is a correct copy of the original statement on file in my office.

DEVA MARIE PROTO
Sonoma County Clerk
By /s/
Julio Montes Lopez
Deputy Clerk
SEAL

W0049722 - December 29,January 5,12,19 2024 4ti.

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 202303308

The following person (persons) is (are) doing business as:

Blue Moon Spa located at 1515 Montgomery Dr ste A, Santa Rosa, CA, 95405; Sonoma County, is hereby registered by the following owner(s): JINLING WU YIM 1515 Montgomery Dr ste A, Santa Rosa, CA, 95405

An Individual

The registrant commenced to transact business under the fictitious name or names above on 10/10/2023.

I declare that all information in this statement is true and correct.

Signed: JINLING WU YIM

This statement was filed with the County Clerk of SONOMA COUNTY on 11/13/2023

I hereby certify that this copy is a correct copy of the original statement on file in my office.

DEVA MARIE PROTO
Sonoma County Clerk
By /s/
Christina Prado-Mendoza
Deputy Clerk
SEAL

W0049354 - December 8,15,22,29 2023 4ti.

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 202303398

The following person (persons) is (are) doing business as:

JKS located at 6320 Lone Pine rd, Sebastopol, Ca, 95472; Sonoma County, is hereby registered by the following owner(s): Julian Osterloh 6320 Lone Pine rd, Sebastopol, Ca, 95472

An Individual

The registrant commenced to transact business under the fictitious name or names above on N/a.

I declare that all information in this statement is true and correct.

Signed: Julian Osterloh

This statement was filed with the County Clerk of SONOMA COUNTY on 11/27/2023

I hereby certify that this copy is a correct copy of the original statement on file in my office.

DEVA MARIE PROTO
Sonoma County Clerk
By /s/
Amanda King
Deputy Clerk
SEAL

W0049538 - December 15,22,29,January 5 2024 4ti.

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 202303001

The following person (persons) is (are) doing business as:

Magic of the Heart located at 395 Eucalyptus Rd, Petaluma, CA, 94952; Sonoma County, is hereby registered by the following owner(s): Rachel Hermstad 395 Eucalyptus Rd, Petaluma, CA, 94952

An Individual

The registrant commenced to transact business under the fictitious name or names above on N/A.

I declare that all information in this statement is true and correct.

Signed: Rachel Hermstad

This statement was filed with the County Clerk of SONOMA COUNTY on 10/12/2023

I hereby certify that this copy is a correct copy of the original statement on file in my office.

DEVA MARIE PROTO
Sonoma County Clerk
By /s/
Daisy Pulido
Deputy Clerk
SEAL

W0049437 - December 8,15,22,29 2023 4ti.

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 202303374

The following person (persons) is (are) doing business as:

HWY 1 Fishing Tackle located at 116 Alta Drive, Petaluma, CA, 94954; Sonoma County, is hereby registered by the following owner(s): Billy Brown 116 Alta Drive, Petaluma, CA, 94954

An Individual

The registrant commenced to transact business under the fictitious name or names above on 9/29/2023.

I declare that all information in this statement is true and correct.

Signed: Billy Brown

This statement was filed with the County Clerk of SONOMA COUNTY on 11/20/2023

I hereby certify that this copy is a correct copy of the original statement on file in my office.

DEVA MARIE PROTO
Sonoma County Clerk
By /s/
Carrie Anderson
Deputy Clerk
SEAL

W0049741 - December 29,January 5,12,19 2024 4ti.

NOTICE TO CREDITORS OF BULK SALE (SEC 6104,6105 U.C.C.) Escrow No. 28641SL

Notice is hereby given to creditors of the within named seller that a bulk sale is about to be made of the assets described below.

The name and business address of the seller is: T & B PIZZA, 965 LAKEVILLE STREET, PETALUMA, CALIFORNIA 94552

The location in California of the chief executive office of the seller is: SAME

As listed by the seller, all other business names and addresses used by the seller within three years before the date such list was sent or delivered to the buyer are: NONE

The name and business address of the buyer are: KAUR MOR LLC, 1875 LEANING OAK DRIVE, FAIRFIELD, CALIFORNIA 94534

The assets to be sold are described in general as: FIXED ASSETS (FURNITURE, FIXTURES AND EQUIPMENT), GOODWILL, LEASEHOLD IMPROVEMENTS, COVENANT NOT TO COMPETE AND TRADENAME/FRANCHISE VALUE and are located at: 5433 CLAYTON ROAD, SUITE H, CLAYTON, CA 94517

The business name used by the seller at all locations is: PAPA MURPHY'S TAKE N BAKE PIZZA #CA039

The anticipated date of the bulk sale is: JANUARY 18, 2024 at: CRESCENT LAND TITLE COMPANY, 990 3RD ST, CRESCENT CITY, CA 95531.

The bulk sale is subject to California Uniform Commercial Code Section 6106.2.

If so subject, the name and address of the person with whom claims may be filed is: CRESCENT LAND TITLE COMPANY, 990 3RD ST, CRESCENT CITY, CA 95531.

And the last date for filing claims shall be JANUARY 17, 2024, which is the business day before the sale date specified above.

Dated: DECEMBER 13, 2023
Buyer: KAUR MOR LLC
Seller: T & B PIZZA
2043892-C-PP PETALUMA ARGUS 12/29/23

190634 – Pub Dec 29, 2023 1ti.

NOTICE TO CREDITORS OF BULK SALE (U.C.C. §6104, 6105)
ESCROW #: 0126021745

NOTICE IS HEREBY GIVEN to creditors of the within named seller that a bulk sale is about to be made of the assets described below.

The names and business address of the Seller(s) is/are: Civic Proud Enterprises, Incorporated 1371 N McDowell Blvd., Ste B, Petaluma, CA 94954

The location in California of the Chief Executive Office of the seller is: 510 Selmart Lane, Petaluma, CA 94954

As listed by the seller, all other business names and addresses used by the seller within three years before the date such list was sent or delivered to the buyer are: none

The names and business address of the Buyer(s) is/are: Gigabyte Graphics Inc. 1371 N McDowell Blvd., Ste B, Petaluma, CA 94954

The assets to be sold are described in general as All stock in trade, furniture, fixtures, equipment and other property and are located at: 1374 N McDowell Blvd., Ste B, Petaluma, CA 94954

The business name used by the Seller(s) at those locations is: "Fastsigns"

The anticipated date of the bulk sale is January 18, 2024

At the office of Old Republic Title Company @ 1000 Burnett Avenue, Suite 400, Concord, CA 94520.

The bulk sale IS subject to California Uniform Commercial Code Section 6106.2.

If so subject, the name and address of the person with whom claims may be filed is as follows: Old Republic Title Company @ 1000 Burnett Avenue, Suite 400, Concord, CA 94520.

The last day for filing claims shall be January 17, 2024

which is the business day before the sale date specified herein.

Dated: 12/13/2023
Gigabyte Graphics, Inc.
/S/ By: Jason Moline, CEO, CFO, Secretary
12/29/23

CNS-3767034#
PETALUMA ARGUS-COURIER

190104 – PUB DEC 29, 2023 1TI.