# Notice of Public Hearing (DRAFT)

## RESOLUTION APPROVING THE 2023 DOWNTOWN PETALUMA BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT AND RELATED BUDGET; DECLARING THE INTENTION TO LEVY THE 2023 ANNUAL ASSESSMENT FOR THE DISTRICT; AND SETTING A PUBLIC HEARING ON THE PROPOSED 2023 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 2023 Budget establishes the following budgetary priorities with estimated revenues and expenditures:

27%	Security	\$20,250
23%	Marketing	\$17,250
30%	Beautification	\$22,500
20%	Administration	\$15,000
	Total:	\$75,000

WHEREAS, the 2023 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 - Exhibit 1, and contains a full and detailed description of the DBID improvements and activities to be provided for the 2023 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 2023 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 2023 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 2022 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 1 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 2023 will be conducted by the City Council on Monday, December 19, 2022, at the hour of 6:30 p.m., or as soon thereafter as the matter will be heard. The hearing will be teleconferenced via Zoom. Information on how to listen and/or speak at the hearing will be on the December 19, 2022, Petaluma City Council meeting agenda (<u>https://cityofpetaluma.org/meetings/</u>) by 6:30 p.m., December 15, 2022.

## DOWNTOWN PETALUMA BUSINESS IMPROVEMENT DISTRICT

## ANNUAL REPORT, BUDGET AND MAP FOR 2023

- 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 and detailed in Staff Report Attachment 2.
- 5. Surplus/Deficit Carried Over from Prior Year: None
- 6. **Contributions from Other Sources**: None

Downtown Petaluma Business Improvement District 2023 Budget Allocations

Percentage	Activity Type	Amount
27%	Security	\$20,250
23%	Marketing	\$17,250
30%	Beautification	\$22,500
20%	Administration	\$15,000

**Security - 27%** - The Petaluma Downtown Association (PDA) contracts for coverage of the general downtown area to be performed on a regular nightly schedule. (The administration of this contract is not to be confused with a separate contract not paid for with BID funds for the Keller Street Garage.)

**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.

BID 2023 Proposed Projects					
Projected Revenue					
Total Possible	\$	75,000	Projected f	rom total district data	
Expected	\$			37% collections of current & collection of past due	
		,	J		
Proposed Projects Expected		Possible	Notes		
Security Patrols	\$	20,250		Private security patrols DAILY 10pm-4am 52 weeks	
Security 27%	\$	20,250	\$ 20,250		
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	
Billboard Signage	\$	1,560		Billboard 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 Event Downtown	\$	3,000		Carolers, horse & buggy rides, entertainment, flyers, posters, ads	
Holiday Marketing season	\$	2,590		Ads: SF Chronicle, Sonoma Gazette, Bohemian	
Holiday shopping gift guide Sonoma o	\$	1,200		Press Democrat, Argus and other local ads	
Holiday Online ads Press Democrat	\$	500		Online ad click through to website	
Holiday shopping gift guide Marin	\$	600		Marin county ads	
Holiday Radio ad campaign	\$	2,400		Holiday radio campaign - 4 weeks shared with merchants	
SubTotal	\$	17,250			
Marketing 23%	\$	17,250	\$ 17,250		
Paint supplies for graffiti clean- up	\$	500		Paint, supplies for grafitti clean up in downtown core and garage	
Signage	\$	2,000		Directional signage to downtown	
Plants/misc decorations	\$	1,500		Plants throughout downtown & specific event decorations for downtown	
Holiday Lighting	\$	2,000		Holiday committee recommendation for holiday lighting	
Holiday Decorations	\$	11,500		70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage	
4 seasonal banner placement	\$	5,000		Spring, Summer, Fall Banners	
SubTotal	\$	22,500			
Beautification 30%	\$	22,500	\$ 22,500		
Administration Costs					
	\$	7,500		BID processing locally	
BID local billing & collection				PDA administrative cost allocation	
BID local billing & collection Office staffing costs allocation	\$	7,500		1 Dr taanimetative eest alleedaten	
Office staffing costs allocation		7,500			
		7,500 <b>15,000</b>			
Office staffing costs allocation	\$		\$ 15,000		
Office staffing costs allocation SubTotal	\$ \$	15,000			

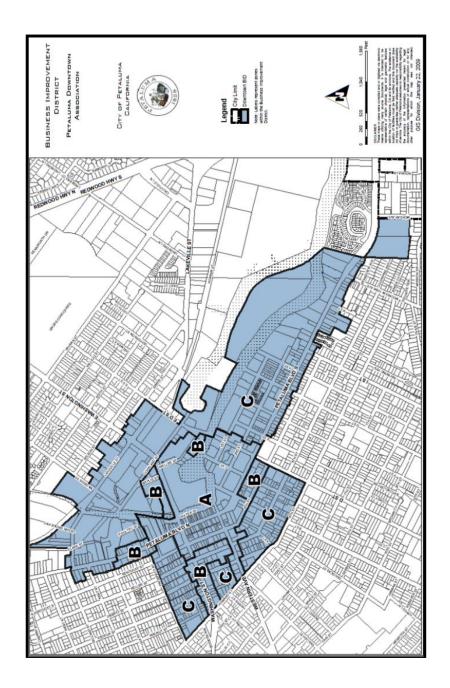
## **Types of Businesses Assessed**

- **<u>Retail, Restaurant and Antique Collectives</u>:** 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.
- <u>Service Businesses</u>: 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.
- **<u>Professional Businesses</u>**: 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.

<b>Business Type</b>		Zone A	Zone B	Zone C
<b>Restaurants &amp; Retailers</b>				
	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

## Assessment by Type of Business Within Zones

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

#### PETALUMA ARGUS-COURIER • THURSDAY, JANUARY 13, 2022

#### PUBLIC NOTICE PUBLIC NOTICE

### nsitivities or other environmental illness, it is requested that you refrain from wearing scented products. DISTRICT PETALUMA DOWNTO ASSOCIATION FULL CITY OF PETALU B

#### **NOTICE OF PUBLIC HEARING**

**RESOLUTION APPROVING THE 2022 DOWNTOWN PETALUMA BUSINESS IMPROVEMENT DISTRICT ANNUAL** REPORT AND RELATED BUDGET; DECLARING THE INTENTION TO LEVY THE 2022 ANNUAL ASSESSMENT FOR THE DISTRICT; AND SETTING A PUBLIC HEARING ON THE PROPOSED 2022 ANNUAL ASSESSMENT

WHEREAS, on November 20, 2000, in accordance with California Streets and Highways Code Section 36500 et seq. 2. ("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 follo

- 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: Α.
- Benches Trash Receptacles
- Decorations
- Façade Improvements Permanent Landscaping
- Activities including, but not limited to, the following: В.
- Promotion of public events which benefit businesses in the area and which take place on or in public places within 1.
- 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 shop ng 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 assess-

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

- The City Council shall hear and consider all protests against the establishment of the area, the extent of the area Α. 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.
- 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 В. the public hearing.
- Each written protest shall contain a description of the business in which the person subscribing the protest is inter C. ested 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 sub-scribing 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.
- 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 other states that the City Council. D. proposed assessment, as contained in the resolution of an date of the finding of a majority protest by the City Council.
- 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 2022 Budget establishes the following budgetary priorities with estimated revenues and expenditures

27%	Security	\$20,250
23%	Marketing	\$17,250
30%	Beautification	\$22,500
20%	Administration	\$15,000
	Total:	\$75,000

WHEREAS, the 2022 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 – Exhibit 2, and contains a full and detailed description of the DBID improvements and activities to be provided for the 2022 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 2022 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 adminis-trative 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

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 2022 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 1 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 2022 will be con-ducted by the City Council on Monday, January 24, 2022, at the hour of 6:30 p.m., or as soon thereafter as the matter will be heard. The hearing will be teleconferenced via Zoom. Information on how to listen and/or speak at the hearing will be on the January 24, 2022, Petaluma City Council meeting agenda: <u>https://cityofpetaluma.org/meetings/</u> by January 20, 2022. Office of the City Clerk January 13, 2021

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 <u>mini-</u> <u>mum</u> of 48 hours is needed to ensure the availability of translation services. In consideration of those with multiple chemical drinks

Changes in Boundaries: None are proposed. Changes in the Basis or Method of Assessment: None are proposed Changes in Classification of Businesses: None are propos Improvements/Activities to be Undertaken & Related Budget: As proposed in the budget below and detailed in Staff Report Attachment 3. Surplus/Deficit Carried Over from Prior Year: None

Contributions from Other Sources: None

Downtown Petaluma Business Improvement District 2022 Budget Allocations

Exhibit 2

DOWNTOWN PETALUMA BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT, BUDGET AND MAP FOR 2022

Attachment 2, Exhibit 1

-		
27%	Security	\$20,250
23%	Marketing	\$17,250
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	Total:	\$75,000

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Beautification - 30% - A volunteer committee meets to consider requests for investing in beautification projects down town. PDA and the City jointly pay for street cleaning services provided by the Downtown Streets Team, a non-profit pro-gram for our unsheltered community members. Directional signage, holiday decorations, seasonal banner placements, and graffiti cleanup are among the other beautification projects funded by the DBID.

Administration - 20% - Collected funds go to the day-to-day operations of the PDA office. Cost centers include rent, salary expense, and event coordination

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BID 2022 Proposed Projects		1	
Projected Revenue		L	
Total Possible	\$75,000	Projected	from total district data
Expected	\$75,000	Assuming 87% collections of current & collection of past due	
Proposed Projects	Expected	Possible	Notes
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SubTotal	\$17,250		merchants
SubTotal Marketing 23%	\$17,250 \$17,250	\$17,250	merchants
		\$17,250	merchants
		\$17,250	merchants
Marketing 23%	\$17,250 \$5,000 \$500	\$17,250	Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage
Marketing 23% Street Team Cleaning	\$17,250 \$5,000	\$17,250	Downtown partnership program Paint, supplies for grafitti clean up in downtown core
Marketing 23% Street Team Cleaning Paint supplies for graffiti clean-up	\$17,250 \$5,000 \$500	\$17,250	Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage
Marketing 23% Street Team Cleaning Paint supplies for graffiti clean-up Signage	\$17,250 \$5,000 \$500 \$2,000	\$17,250	Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage Directional signage to downtown Plants throughout downtown & specific event
Marketing 23% Street Team Cleaning Paint supplies for graffiti clean-up Signage Plants/misc decorations	\$17,250 \$5,000 \$500 \$2,000 \$1,500	\$17,250	Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage Directional signage to downtown Plants throughout downtown & specific event decorations for downtown Holiday committee recommendation for holiday
Marketing 23% Street Team Cleaning Paint supplies for graffiti clean-up Signage Plants/misc decorations Holiday Lighting	\$17,250 \$5,000 \$500 \$2,000 \$1,500 \$2,000	\$17,250	Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage Directional signage to downtown Plants throughout downtown & specific event decorations for downtown Holiday committee recommendation for holiday lighting 70 Holiday banners, 8 wreaths installation up and
Marketing 23% Street Team Cleaning Paint supplies for graffiti clean-up Signage Plants/misc decorations Holiday Lighting Holiday Decorations 4 seasonal banner placement SubTotal	\$17,250 \$5,000 \$500 \$2,000 \$1,500 \$2,000 \$11,500 \$5,000 \$27,500		Downtown partnership program         Paint, supplies for grafitti clean up in downtown core and garage         Directional signage to downtown         Plants throughout downtown & specific event decorations for downtown         Holiday committee recommendation for holiday lighting         70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage
Marketing 23% Street Team Cleaning Paint supplies for graffiti clean-up Signage Plants/misc decorations Holiday Lighting Holiday Decorations 4 seasonal banner placement	\$17,250 \$5,000 \$500 \$2,000 \$1,500 \$2,000 \$11,500 \$5,000	\$17,250	Downtown partnership program         Paint, supplies for grafitti clean up in downtown core and garage         Directional signage to downtown         Plants throughout downtown & specific event decorations for downtown         Holiday committee recommendation for holiday lighting         70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage
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Marketing 23% Street Team Cleaning Paint supplies for graffiti clean-up Signage Plants/misc decorations Holiday Lighting Holiday Decorations 4 seasonal banner placement SubTotal Beautification 30%	\$17,250 \$5,000 \$500 \$2,000 \$1,500 \$2,000 \$11,500 \$5,000 \$27,500		Downtown partnership program         Paint, supplies for grafitti clean up in downtown core and garage         Directional signage to downtown         Plants throughout downtown & specific event decorations for downtown         Holiday committee recommendation for holiday lighting         70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage
Marketing 23%         Street Team Cleaning         Paint supplies for graffiti clean-up         Signage         Plants/misc decorations         Holiday Lighting         Holiday Decorations         4 seasonal banner placement         SubTotal         Beautification 30%         Administration Costs	\$17,250 \$5,000 \$500 \$2,000 \$1,500 \$2,000 \$11,500 \$27,500 \$22,500		Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage Directional signage to downtown Plants throughout downtown & specific event decorations for downtown Holiday committee recommendation for holiday lighting 70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage Spring, Summer, Fall Banners
Marketing 23%         Street Team Cleaning         Paint supplies for graffiti clean-up         Signage         Plants/misc decorations         Holiday Lighting         Holiday Decorations         4 seasonal banner placement         SubTotal         Beautification 30%         Administration Costs         BID local billing & collection	\$17,250 \$5,000 \$500 \$2,000 \$1,500 \$2,000 \$11,500 \$27,500 \$22,500 \$27,500		Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage Directional signage to downtown Plants throughout downtown & specific event decorations for downtown Holiday committee recommendation for holiday lighting 70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage Spring, Summer, Fall Banners BID processing locally
Marketing 23%         Street Team Cleaning         Paint supplies for graffiti clean-up         Signage         Plants/misc decorations         Holiday Lighting         Holiday Decorations         4 seasonal banner placement         SubTotal         Beautification 30%         Administration Costs         BID local billing & collection	\$17,250 \$5,000 \$500 \$2,000 \$1,500 \$2,000 \$11,500 \$27,500 \$22,500 \$27,500		Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage Directional signage to downtown Plants throughout downtown & specific event decorations for downtown Holiday committee recommendation for holiday lighting 70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage Spring, Summer, Fall Banners BID processing locally
Marketing 23%         Street Team Cleaning         Paint supplies for graffiti clean-up         Signage         Plants/misc decorations         Holiday Lighting         Holiday Decorations         4 seasonal banner placement         SubTotal         Beautification 30%         Administration Costs         BID local billing & collection         Office staffing costs allocation	\$17,250 \$5,000 \$500 \$2,000 \$1,500 \$2,000 \$11,500 \$27,500 \$22,500 \$7,500		Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage Directional signage to downtown Plants throughout downtown & specific event decorations for downtown Holiday committee recommendation for holiday lighting 70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage Spring, Summer, Fall Banners BID processing locally
Marketing 23%         Street Team Cleaning         Paint supplies for graffiti clean-up         Signage         Plants/misc decorations         Holiday Lighting         Holiday Decorations         4 seasonal banner placement         SubTotal         Beautification 30%         Administration Costs         BID local billing & collection         Office staffing costs allocation	\$17,250 \$5,000 \$500 \$2,000 \$1,500 \$2,000 \$11,500 \$27,500 \$22,500 \$27,500 \$27,500 \$7,500 \$7,500	\$22,500	Downtown partnership program Paint, supplies for grafitti clean up in downtown core and garage Directional signage to downtown Plants throughout downtown & specific event decorations for downtown Holiday committee recommendation for holiday lighting 70 Holiday banners, 8 wreaths installation up and down, cleaning, updating and storage Spring, Summer, Fall Banners BID processing locally

#### 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

Service Businesses: Businesses that sell services. Examples are beauty and barbershops, repair shops, most automo

tive-orientated businesses, entertainment businesses such as theaters, etc.

Lodging: Includes renting rooms by the day or week to community visitors.

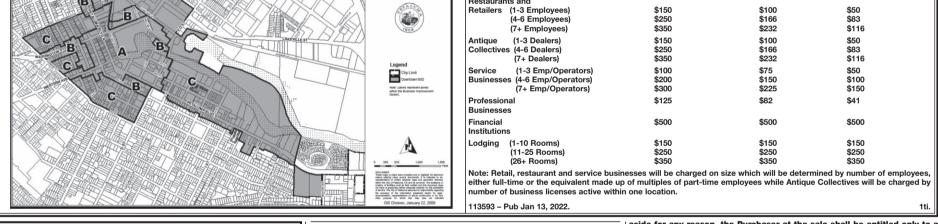
Professional Businesses: Includes: Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and /or specialized licenses and/or advanced academic degrees.

Financial Institutions: Includes Banking, Savings, Loan and Credit Unions

Assessment by Type of Business Within Zones

ZONE A	ZONE B	ZONE C	
\$150	\$100	\$50	

# PUBLIC NOTICE



Restaurants and

#### OAUSD **REQUEST FOR QUALIFICATION/PROPOSAL FOR DESIGN BUILD** SERVICES FOR NEW MODULAR BUILDING AT OLD ADOBE CHARTER E.S SCHOOL

NOTICE IS HEREBY GIVEN that the Old Adobe Unified School District "District") is requesting qualified persons, firms, partnerships, corpora-tions, associations, or professional organizations, to provide a Statement or Qualifications and proposal for a new modular building. This RFQ/PROPOSAL is for ONE specific school project site within the District noted below and includes estimated construction costs.

Old Adobe Charter Elementary School - New Modular building

This project is a part of the Measure L Bond Program. The OAUSD Master Facilities Plan and this RFQ/PROPOSAL are available on the **District** website. Refer to the Master Plan sections regarding this school site for additional information.

#### PROCESS FOR SUBMISSION OF STATEMENTS OF QUALIFICATIONS

Each Statement of Qualifications and proposal submitted in response to this RFQ ("Submission") should be in a sealed envelope directed to the address noted below and identify the name of the entity submitting. Respondents to this RFQ should mail or deliver four (4) copies and one (1) electronic copy on flash drive of their Proposals to:

Kurt Walker, Chief Business Officer Old Adobe Unified School District 845 Crinella Drive Petaluma, CA 94954

The Statement of Qualifications and proposal deadline for submission is due by 3:00p.m., on January 31st, 2022

Fax or email responses will not be accepted.

Any inquiries regarding this RFQ/PROPOSAL should be directed to the District at: Kurt Walker at kwalker@oldadobe.org

Each submittal must conform and be responsive to the requirements set forth in this RFG/PROPOSAL. The District reserves the right to waive any informal ities or irregularities in received submittals. Further, the District reserves the right to reject any and all submittals and to one or more respondent firms qualified for one or more of the District's future projects. The District retains the sole discretion to determine issues of compliance and to determine whether a respondent is responsive, responsible, and qualified. 3ti.

113545 - Pub Jan 13, 20, 27, 2022

#### NOTICE TO CREDITORS **OF BULK SALE** (Sec. 6101-6111 UCC) Escrow No. 107-041324

NOTICE IS HEREBY GIVEN that Bulk Sale is about to be made. The name(s), and business address(es) to the seller(s) are: Peter Alan Tama 1000 Clegg Street, Petaluma, CA

#### Doing Business as: April Pantry

All All other business name(s) and address(es) used by the Seller(s) withir and three years, as stated by the Seller(s), is/are: none

The location in California of the chief executive office of the seller is: same as above

of the name(s) and business address(es) of the Buyer is/are: Ethel's Bagels, Inc., 1280 Saint Francis Drive, Petaluma, CA 94954

The assets to be sold are described in general as: furniture, fixtures and equipment, inventory of stock, leasehold interest, leasehold improvements, covenant not to compete, and are located at: 1000 Clegg Street, Petaluma, CA 94954 The Bulk Sale is intended to be consummated at the office of: The Heritage Escrow Company, 2550 Fifth Avenue, Suite 800, San Diego CA 92103 and the anticipated date of sale/transfer is 2/1/2022, pursuant to Division 6 of the California Code. This bulk sale is subject to California Uniform Commercial Code Section 6106.2.

[If the sale is subject to Sec. 6106.2, the following information must be provided]. The name and address of the person with whom claims may be filed is: The Heritage Escrow Company. 2550 Fifth Avenue, Suite 800, San Diego CA 92103, Escrow No. 107-041324, Escrow Officer: Debbie Kneeshaw Howe and the last date for filing claims shall be 1/31/2022, which is the business day before the sale date specified above Ethel's Bagels, Inc., a California

corporation By: /s/ Nicolas Abrams, CEO 1/13/22 CNS-3544303#

#### PETALUMA ARGUS-COURIER

113530 - PUB JAN 13, 2022

# NOTICE OF TRUSTEE'S SALE TS No. CA-21-893399-NJ Order No.: 210502609-CA-VOI YOU ARE IN DEFAULT UNDER A DEED OF TRUST DATED 7/31/2015. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. A public auction sale to the highest bidder for cash, cashier's check drawn on a state or batching bank, check drawn by state or federal credit union, or a check drawn by a state or federal savings and loan association, or savings association, or savings bank specified in Section 5102 to the Financial Code and authorized to do business in this state, will be held by duly appointed trustee. The sale will be made, but without covenant or warranty, expressed or implied, regarding title, possession, or encumbrances, to pay the accrued principal sum of the note(s) secured by the Deed of Trust, with interest and late charges thereon, as provided in the note(s), advances, under the terms of the Deed of Trust, interest thereon, fees, charges and expenses of the trustee for the total amount (at the time of the initial publication of the Notice of Sale) reasonably estimated to be set forth below. The amount may be greater on the day of sale. BENEFICIARY MAY BID LESS THAN THE TOTAL AMOUNT DUE. Trustor(s): BARRY M REISCHMANN, A SINGLE MAN Recorded: 8/6/2015 as Instrument No. 2015070142 of Official Records in the office of the Recorder of SONOMA County, California; Date of Sale: 2/16/2022 at 10:00 AM Place of Sale: In the Plaza at Fremont Park located at 860 Fifth Street, Santa Rosa, CA Amount of accrued balance and other charges: \$530,678.94 The purported property address is: 749 PENNGROVE AVENUE, PENNGROVE, CA 94951 Assessor's Parcel No.: 047-041-067-000 NOTICE TO POTENTIAL BIDDERS: If you are considering bidding on this property lien, you should understand that there are risks involved in bidding at a trustee auction. You will be bidding on a lien, not on the property itself. Placing the highest bid at a trustee auction does not automatically entitle you to free and clear ownership of the property. You should also be aware that the lien being auctioned off may be a junior lien. If you are the highest bidder at the auction, you are or may be responsible for paying off all liens senior to the lien being auctioned off, before you can receive clear title to the property. You are encouraged to investigate the existence, priority, and size of outstanding liens that may exist on this property by contacting the county recorder's office or a title insurance company, either of which may charge you a fee for this information. If you consult either of these resources, you should be aware that the same lender may hold more than one mortgage or deed of trust on the

the same lender may hold more than one mortgage or deed of trust on the property. **NOTICE TO PROPERTY OWNER:** The sale date shown on this Notice of Sale may be postponed one or more times by the mortgagee, beneficiary, trustee, or a court, pursuant to Section 2924g of the California Civil Code. The law requires that information about trustee sale postponements be made available to you and to the public, as a courtesy to those not present at the sale. If you wish to learn whether your sale date has been postponed, and, if applicable, the rescheduled time and date for the sale of this property, you may call **916-939**. **0772** for information regarding the trustee's sale or visit this Internet Web site http://www.qualityloan.com, using the file number assigned to this foreclosure by the trustee: CA-21-893399-NJ. Information about postponements that are very short in duration or that occur close in time to the scheduled sale may not immediately be reflected in the telephone information or on the Internet Web site. The best way to verify postponement information is to attend the scheduled sale NOTICE TO TENANT: You may have a right to purchase this property after the trustee auction pursuant to Section 2924m of the California Civil Code. If you are an "eligible tenant buyer," you can purchase the property if you match the last and highest bid placed at the trustee auction. If you are an "eligible bidder," you may be able to purchase the property if you exceed the last and highest bid placed at the trustee auction. There are three steps to exercising this right of purchase. First, 48 hours after the date of the trustee sale, you can call **916-939-077**, or visit this internet website **http://www.qualityloan.com**, using the file number assigned to this foreclosure by the Trustee: **CA-21-893399-NJ** to find the date on which the trustee's sale was held, the amount of the last and highest bid, and the address of the trustee. Second, you must send a written notice of intent to place a bid so that the trustee receives it no more than 15 days after the trustee's sale. Third, you must submit a bid so that the trustee receives it no more than 45 days after the trustee's sale. If you think you may qualify as an "eligible tenant buyer or "eligible bidder," you should consider contacting an attorney or appropriate real estate professional immediately for advice regarding this potential right to purchase. The undersigned trustee disclaims any liability for any incorrectness of the property address or other common designation, if any, shown herein. If no street address or other common designation is shown, directions to the location of the property may be obtained by sending a written request to the beneficiary within 10 days of the date of first publication of this Notice of Sale. If the trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the trustee, and the successful bidder shall have no further recourse. If the sale is set

aside for any reason, the Purchaser at the sale shall be entitled only to a return of the deposit paid. The Purchaser shall have no further recourse against the mortgagor, the mortgagee, or the mortgagee's attorney. If you have previously been discharged through bankruptcy, you may have been released of personal liability for this loan in which case this letter is intended to exercise the note holders right's against the real property only. As required by law, you are hereby notified that a negative credit report reflecting on your credit record may be submitted to a credit report agency if you fail to fulfill the terms of your credit obligations. Date: Quality Loan Service Corporation 2763 Camino Del Rio S San Diego, CA 92108 619-645-7711 For NON SALE information only Sale Line: 916-939-0772 Or Login to: http://www.qualityloan.com Reinstatement Line: (866) 645-7711 Ext 5318 Quality Loan Service Corp. TS No.: CA-21-893399-NJ IDSPub #0175860 12/30/2021 1/6/2022 1/13/2022

111621 – Pub Dec 30, Jan 6, 13, 2022

#### FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 202104284

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

Tara Firma Farms located at 3796 I Street, Petaluma, CA, 94952; Sonoma County, is hereby registered by the folowing owner(s): Claro Farm LC 3796 I Street, Petaluma, CA, 94952 A CA Limited Liability Company

The registrant commenced to transact business under the fictitious name

names above on 08/2017. I declare that all information in this

tement is true and correct. Signed: Oona Eldridge-Squire

This statement was filed with the ounty Clerk of SONOMA COUNTY on 2/20/2021

I hereby certify that this copy is a correct copy of the original statement

on file in my office. DEVA MARIE PROTO

onoma County Clerk By /s/

Carrie Anderson **Deputy Clerk** SEAL

W0036727 - December 30, January 6, 13, 20 2022 4ti.

#### FICTITIOUS **BUSINESS NAME STATEMENT** FILE NO. 202104203

The following person (persons) re) doing business as:

Castle Heating & Air located at 1432 Joan Dr, Petaluma, CA, 94954; Sonoma County, is hereby registered by the fol-lowing owner(s): Richard Castillo 1432 Joan Dr, Petaluma, CA, 94954

An Individual

The registrant commenced to transct business under the fictitious ames above on N/A

I declare that all information in this tatement is true and correct. Signed: Richard Castillo

This statement was filed with the ounty Clerk of SONOMA COUNTY on 2/13/2021

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/
- Zaira Enriquez
- Deputy Clerk

SFAL W0036581 - December 23,30, January 6,13 2022 4ti. ORDER TO SHOW CAUSE FOR CHANGE OF NAME SUPERIOR COURT OF **CALIFORNIA FOR THE** COUNTY OF SONOMA 3055 Cleveland Ave. Santa Rosa, CA 95403 Case No. SCV-269626

3ti.

Petition of: Christina Anne Holleneck for change of name

TO ALL INTERESTED PERSONS Petitioner Christina Anne Hollenbeck filed a petition with this court for a decree changing names as follows: Christina Anne Hollenbeck to Christina Anne Court. 2: Christina Anne Brodie to Christina Anne Court.

THE COURT ORDERS that all persons interested in this matter appear before this court at the hearing indicated below to show cause, if any, why this petition for change of name should not be granted. Any person objecting to the name changes described above must file a written objection that includes the reasons for the objection at least two court days before the matter is scheduled to be heard and must appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing.

NOTICE OF HEARING

02/16/2022 at 3:00pm in Dept 16, located at 3055 Cleveland Ave., Santa Rosa, CA 95403/Zoom.

Zoom.us/join

Meeting ID: 824 7526 7360 Password: 840359

Phone Number: \*67 1 669 900 6833 A copy of this Order to Show Cause shall be published at least once each week for four successive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county: Petaluma Argus Courier.

Dated: 11/08/2021

Hon, Patrick Broderick

Judge of the Superior Court W0036712 - December 30. January 6.13.20 2022 4ti.

1TI.