

BOARD OF DIRECTORS MEETING MINUTES
JANUARY 12, 2022

1. Present: Anthony, David, Mike, Janelle, Carin, Rodney – Not a Quorum.
Excused: Craig, Devon, Josh, Vicki, Sharolynn, Kim
Unexcused: Peter
Guest: Mary Beth
2. Public Comment -none
3. Approval of Minutes of 11/10/2021- no vote
4. Council Representative's Report – The City Council approved a 3 year Pilot Parklet Program and designs are underway for prototypes. The City Council is poised to purchase a new street sweeper. The Council is considering raising the parking fees in the village. Mary Beth pointed out that the fees paid by the restaurants annually for the parking spaces used for parklets is supposed to compensate for loss of income to the city so they cannot use that as an excuse to increase fees.
5. Treasurer's Report – Unpaid Dues Report – unpaid dues are at \$8000. Most are retail and food service. BIA policy is that businesses in arrears will be dropped from the brochure and web site and ineligible to participate in any BIA events.
6. Communication Manager/Ambassador Report – Todd reported on a busy two months with social media engagement and website visits up. The Window Decorating Contest was a success. The OR Code made voting easier – 100 more votes than last year. Eventbrite check in procedures were improved for SnS & CW. Website update for member pages has been delayed as a new vendor is selected. Still a question of redesign of the QR Sticker for member windows and possible redesign of village map. Todd discussed a choice of goals for the marketing of the village. In brief they are: 1) Use larger 3rd parties, like Trivago, to get more eyes on our website or 2) Create more of our own campaigns and materials which can be used in targeted markets. Discussion: #1 is more global and with the pandemic that might be pointless. #2 can build a more interesting, valuable website so that #1 could be more effective in another year.
7. Committee Reports
 - a. Marketing – QR Stickers, Trivago were covered in Todd report. Carin reported that Janelle and DeeDee had both recommended the City of Campbell visitor newsletters and website. Board members should visit www.downtowncampbell.com and sign up for their newsletter. Apparently, they use a 3rd party for their newsletters: socialwave.net
 - b. Website – Member page update – covered in marketing
 - c. Sip and Stroll 2022 – February SnS is cancelled. Mary Beth reports her volunteers are not willing to pour until spring. Also, she reports other similar events have been cancelled for Feb & March. The next SnS will be May 7th. Other suggestions – Sign at doors “No Wine Beyond This Point”. Glasses for the year will be ordered now.
 - d. Holiday – Wrap up – Carin thanked Mary Beth for decorating the wreaths for the light poles and replacing the bows with new ones.
 - e. Review Consultant's Contract – still in process with Anthony, Craig & Todd
8. Old Business
 - a. Replacement of board members – still looking to fill two openings
9. New business – discussed the two contracts with Certified Folder Display: 1) their Central Coast Visitors Map for \$350 and 2) brochure distribution in Santa Cruz, Gilroy Visitors Center and San Jose Airport for \$2329.36. Both will go to email vote of the board.
10. Adjourn