

MINUTES – February 9, 2022

Present: Board members -Anthony, Carin, Craig, David, Devon, Janelle, Josh, Kim, Mike, Peter, Rodney, Sharolynn, Vicki

Excused-

Consultant - Todd

Liaison – Kristen

Guests- none

Call to Order

1. **Introduction of Guests**
2. **Public Comment** – No Public Comment
3. **Approved Minutes** - 01/12/2022, Motion by Rodney, second by Devon, Approved.
 - . **Results of email vote** – 01/12/2022 Email Minutes, Affirmative email Vote for all 4 Items.
4. **Council Representative’s Report** – CBDG Grants of \$15,000 are going out to businesses and applications are still being processed. Capitola Leadership Academy meetings will be starting. Anthony will send information to the membership.
5. **Treasurer’s Report** – Devon reports that not much has changed with the Budget since we have had very little expenditure and we are in good shape.
 - . **Unpaid Dues** – There is about \$6,000 in outstanding membership dues. He reports that the highest number of unpaid dues is from Food Service. Carin adds that Robin has been in touch with the past due businesses and most non-paids have been removed from the new Brochure. The Chamber has not invoiced the BIA which leaves another \$3,000 available.
6. **Communication Manager/Ambassador Report** – The new Brochure is done and should be coming out soon. Todd and Craig pitched their latest lead generation plan as for now called, “Capitola Cash” with a goal of driving business to the Village and boosting email capture. The premise is \$250 prize to be spent in participating businesses. They would like to test it out in Q2 and measure data. Carin will offer feedback to them from other similar promos from the past to make sure new business is being reached.
8. **Committees Reports**
9. Marketing- Trivago and VSC are discussed. Craig discussed the VSC Spring campaign which offers a possible 17,000 captures that we could benefit from through email, social media, web, TV. Devon added that we are in good shape financially for the \$5,200 outlay. Feedback is good, “no brainer” Vicki motioned for a vote, Kim 2nd. The proposal is unanimously approved.
10. Craig added that Trivago has had limited results for a large expenditure for VSC. Not a good return on investment at this point and the VSC will share more of their data with us as available.

3. Website-Craig, Todd and Craig have been working with 2 developer vendors for proposals for the website. One of them manages the VSC site and may be too expensive but other options are available and are hoping to finalize soon.
4. Sip and Stroll-Rodney says the permit is submitted and glasses are bought. They were more expensive this time. The date is set for 5/7/22
5. Banners- Carin says we need volunteers to get Banners rolling. Peter and Josh will narrow down what we need and are interested in working on them.
6. Review Consultants Contract-Craig said Todd has reviewed the contract and it is good to go. It will be sent to the Board for approval.

9. **Old Business –**

- . Replacement of Board Member – 2 New Board Members are still needed. Look for interested people who will bring new energy to the BIA.

10. **New Business –**

- . Officers to meet with City Officials – Officer will be meeting with City Officials to discuss Safety concerns, better signage, loitering, additional trash cans needed by benches. They are looking for additional topics to bring to the meeting.
 - a. Kim would like to have promotional materials to display at the Moss Landing Farmers Market. She would like Brochures and Flyers if available.

11. **Adjourn**