

BOARD OF DIRECTORS
MINUTES – March 9, 2022

Present: Board members -Anthony, Carin, Craig, David, Devon, Janelle, Josh, Kim, Peter, Rodney, Sharolynn, Vicki
Excused- Michael
Consultant - Todd
Liaison –
Members/Guests- Mary Beth Cahalen, Cathy Bently

1. **Call to Order**
2. **Introduction of Guests**
3. **Public Comment** – No Public Comment
4. **Approved Minutes** – 02/09/2022, Motion by Peter, second by Kim, Approved.
5. **Council Representative’s Report** – Kristen not present, Mary Beth adds that the Arts Council is looking for BIA Banner input, also announced Begonia Festival commemorative event promoting the Beach Festival, selling old BF Posters, etc. She also is asking for continued BIA support during Plein Air.
6. **Treasurer’s Report** – Devon reports that not much has changed with the Budget and we have a couple of larger expenditures in April; The VSC promotion and Website improvements.
7. **Communication Manager/Ambassador Report** – Todd-The new Brochure is printed and first round is distributed. Monthly Newsletter is out. VSC Spring Promo is running. “Capitola Cash” is ready to blast with intention of getting people in stores (instore registration/spending) and lead capture. Registration monitoring and rules for safety and responsibility. Will be able to track where leads are coming from (local or not). Also, the Monthly Giveaways are still the most popular way to reach people every month.
8. **Committees Reports**
 - a) Marketing- no meeting this month
 - b) Website-Craig, Todd and Craig have been working with Launch Brigade for proposals for the website. Launch Brigade manages the VSC site and they two proposals for improving the site. The one selected cleans up existing site and adds business pages that are accessible to the individual business to update if they choose to. Also, an Events Calendar they can access. (will be monitored).

- c) Sip and Stroll- 5/7 Mary Beth says the glasses are ordered and 40 letters have been sent out to Wineries. Meeting with Sharolynn, Rodney and Robin this week. DeeDee has been working on a Poster, Todd will reach out to provide Eventbrite information. Peter and Mary Beth to see about beer.
- d) Banners- Mary Beth touched on that earlier.
- e) Parking signs-Todd looking into Surfboard design with PPD and will email Vicki with updates. Need to improve parking directions. Carin has been in touch with Steve Jesberg and suggests using Park Avenue since it places people right at the large parking lot. Josh suggests adding BIA Google Business to the City property on Capitola Ave. Todd will look in to.

9. Old Business

- A. Replacement of Board Members- 6 are renewable in June. Need additional 2 new members.
- B. Review Consultants Contract- Officers have finalized and approved.
- C. Officer's meeting with City Officials – Directors in agreement with items and nothing new added.
 - i. Protective bollards in front of Vanity by the Sea
 - ii. Better signage Beach Parking #1 AND Beach Parking #2
 - iii. Sidewalk signs “No Biking on Sidewalk” ”No Skateboarding”
 - iv. Enforcement of sidewalk biking & Skateboarding
 - v. Sidewalk loitering
 - vi. Additional garbage can by benches Cap Ave & San Jose Ave
 - vii. New Parking Sign at Stockton & Cap Ave
 - viii. Traffic & Crosswalk safety by Margaritaville
 - ix. Sidewalk Cleaning

10. New Business –

11. **Adjourn**-Next Meeting April 13, 2022 9am