

BOARD OF DIRECTORS
MINUTES – April 13, 2022

Present: Board members -Anthony, Carin, Craig, David, Devon, Janelle, Josh, Kim, Mike, Peter, Rodney, Vicki
Excused- Sharolynn
Consultant - Todd
Liaison – Kristen Brown
Guests- Mary Beth Cahalen
Members: Cathy Bently, Ann Marie Conrad, Chuck Hammers

1. **Call to Order**
2. **Introduction of Guests**
3. **Public Comment** – No Public Comment
4. **Approve Minutes** – 03/09/2022, Motion by Rodney, second by Carin, Approved.
5. **Council Representative’s Report** – Kristen discussed the extension of the Parklets as a permanent proposal gets decided on by the City. The Coastal Commission has criteria it wants and part of that is to divert revenue from permits to CC and away from Lost Parking Revenue. The extension should be on the agenda for the 28th meeting and she urges BIA member to be present or provide input.
6. **Treasurer’s Report** – Devon presented the new Fiscal Year Budget, and we have a rollover amount similar to last years. We received more in membership dues than budgeted for and the success of the Sip and Strolls and Cookie Walk. Notably, he predicts that TOT should go up and he increased the holiday budget in the hopes of new events proposals. Motion by Rodney to approve the 22/23 Budget. 2nd by Josh, Approved.
7. **Communication Manager/Ambassador Report** – Todd-The Easter Egg Hunt is in full swing, Sip and Stroll promotion going strong, Capitola Cash going on and will have more promotion pushed after the Easter weekend. Looking forward to the data analysis to see if the program is successful. Rodney brought up concerns about the placement of the QR codes and getting people to scan. Todd has also been working on the new Parking Sign with Vicki and Carin also with Craig and Launch Brigade on the Website. Cathy Bentley inquired why she doesn’t hear about events, and it is suggested that the Ambassador make note of difficult to reach members to make sure they are included.

8. Committees Reports

- a) Marketing- no meeting this month
- b) Website-Craig says the Vendor has been working on the site and getting ready for a soft launch after Sip and Stroll. The new Thumbnails will be nice to reach each business page which will be accessible by the business to update if they choose to. Also, an Events Calendar they can access. (Both will be monitored by admin for security). Each landing page will need to have a devoted email. There will also be a recorded training.
- c) Sip and Stroll- 5/7 Devon will order the posters. Glasses are bought for the year. Only 36 tickets currently sold but majority are bought in the two weeks before. Rodney suggests increasing the stipend for the next event to attract better wines to make our event stand out. ABC permit is getting sorted out. Mary Beth proposes the Beach Festivals Event as a beneficiary of the donation proceeds. UNICEF was already earmarked for it, so a motion is made by Rodney to split the proceeds between the two. 2nd by Kim and Approved.
- d) Banners-
- e) Parking signs-Todd, Carin and Vicki worked together with PPD on a proposal for the new Parking Sign at Capitola and Stockton Aves. We presented 2 proposed design mockups. Anthony motioned to approve Design 1, Carin 2nd. Approved.

9. Old Business

- A. Replacement of Board Members- 6 are renewable in June. Carin asked to contact her if they are no longer interested in being on the Board. We also need to reach out to anyone interested in filling 2 additional open seats.
- B. Officer's meeting with City Officials – Carin is awaiting word on these items from the City. New Parking sign will be presented to the City for approval, Sidewalk cleaning has begun, no word yet on increasing.
 - 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 May 11, 2022 9am