

BOARD OF DIRECTORS  
MINUTES – May 11, 2022

Present:

Board members -Anthony, Carin, Craig, David, Janelle, Josh, Kim, Mike, Sharolynn, Vicki  
Consultant - Todd

Liaison – Kristen Brown

Guests- Mary Beth Cahalen

Members: Ann Marie Conrad, Bhavana Patel, Matt Arthur

Absent: Rodney, Devon, Peter

1. **Call to Order**
2. **Introduction of Guests** – Captain Sarah Ryan, Capitola PD
3. **Public Comment** – No Public Comment
4. **Approve Minutes** – 04/13/2022, Motion by Sharolynn, second by Carin, Approved.
5. **Presentation by Captain Ryan, Capitola PD** – Captain Ryan provided some background on her community involvement over the years and spoke about her work with the United Way Action Network. The focus of the group is for outreach to kids in the community and partnering with Anthony and hopefully other business owners to bring kids into a positive interaction with Village businesses. There will be a Pop-up event in June with Jr. leaders. She would like to streamline special events and improve communication on how special events utilized City resources. An analyst will be working on how events impact the City. Carin brought up the bicycle safety issues and auto gridlock in the Village which Capt. Ryan will bring up at a traffic meeting Thursday.
6. **Council Representative’s Report** – Kristen announced that the Safety Bollard project is complete and gave input on the Parking Sign agenda for the Council meeting Thursday.
7. **Treasurer’s Report** – Devon was absent, but Carin reported that we have received over \$9,000 in TOT. The biggest expenditure has been the upgrading of the Website but that we are in very good shape Budget wise.
8. **Communication Manager/Ambassador Report** – Todd reported that the Sip and Stroll went well, approx. \$10,000 in Ticket Sales. Mary Beth brought up the disconnect in announcing the selling out of the event. Discussion will be moved to the Wrap Up Meeting.

## 9. Committees Reports

- a) Marketing- no meeting this month
- b) Website update-Craig presented the New Website. He gave a short overview of the features and functions. A note will be going out to the membership today with guidance on member login to the accessible and changeable features for their businesses.
- c) Sip and Stroll- New event date is Saturday November 12<sup>th</sup>.
  - i. Wrap up May Event- Carin and Mary Beth will hold a Wrap Up meeting and discuss the event, communication, and report back to the Board at a later date.
  - ii. Committee for November event
- d) Banners- Carin brought up the need to work on next year's Banners with too little time for any changes this year.
- e) Parking sign- Carin specified the need for participation in the Thursdays City Council meeting to advocate for our BIA approved Parking Sign design. We want to keep it As Is since we have used a professional design company and voted unanimously as a group to approve our submitted design.

## 10. Old Business

- A. Replacement of Board Members- Carin has emailed the Association requesting any interest in becoming a Board Member.
- B. Officer's meeting with City Officials – In Process-Report in June
  - i. Protective bollards in front of Vanity by the Sea-Installed
  - 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
- C. Palm Tree Lights – Josh will contact Public Works to discuss the Palm Tree Lights maintenance needs and how the BIA can assist.

## 11. New Business –

- a) **Renewal for 2022-23** Public Hearing coming up. We have 16 years of positive track record. A full Board would be optimal.
- b) **Election of Board and Officers for 2022-23**
- c) **In person Meetings-** Carin will check availability of Community Room for in person meetings. Kristen thinks there is Hybrid Meeting availability there.

## 12. Adjourn-Next Meeting June 8, 2022, 9am