

BOARD OF DIRECTORS
MINUTES – June 8, 2022

Present: -Anthony, Carin, Craig, David, Devon, Janelle, Josh, Kim, Peter, Vicki
Consultant – Todd absent
Liaison – Kristen Brown
Guests-
Members: Jill Arthur, Matt Arthur
Excused: Sharolynn, Rodney, Mike

1. **Call to Order**
2. **Introduction of Guests –**
3. **Public Comment –** No Public Comment
4. **Approve Minutes –** 05/11/2022, Motion by Carin, 2nd Janelle, Approved.
5. **Council Representative’s Report –** Kristen updated that the summer river closure and beach cleanup have been completed. The car show is this weekend. There are also items on the agenda of the next council meeting for input, Pavement management suggestions and 2nd Home Tax for the November ballot. Also In-person meetings for City Council (Hybrid).
6. **Treasurer’s Report –** Devon reports that we are in good shape with a good roll over amount to start the new Fiscal Year. Devon brought up the need to spend more of the Village Enhancement budget and additional sidewalk cleaning and adding more of the current banners was suggested for June. The Chamber of Commerce has not billed the \$3,000 contribution during Covid. Josh will check in with them to see what the status is for their events this year and if the stipend should continue.
7. **Communication Manager/Ambassador Report –** absent
8. **Affirmation of Election of Directors for Two Year Term,** Carin motioned to affirm the nominees and also approve Ann Marie Conrad, 2nd Vicki, Approved and Affirmed.
9. **Committees Reports**
 - a) Marketing- Monterey Airport has been added to the distribution for brochures. Kim adds that the foot traffic has picked up at the Farmers Market and going through brochures. There has been zero publicity for the Car show David will have Todd blast promotion before the weekend.
 - b) Website update-Craig presented the newest stats for the New Website. It has shown marked increases in web traffic and search ranking improvement. The Event Calendar is up and membership needs to engage. Focus the next couple of weeks will be on getting membership registered on it and utilizing the functionality. Category Banner ads are in rotation. The schedule is dynamic but set for now. Each business will get a week on the banner over the year.

- c) Sip and Stroll- Mary Beth is out of town and she and Carin will meet to go over the last Sip and Stroll. Reporting pending.
- d) Banners- Peter and Josh are on the committee and will start work on next year's Banners. Will get bids for more of the same Banners from PPD to investigate adding more now if Budget will allow.

10. Old Business

- A. Renewal for 2022-23
- B. In-person Meetings – Discussion was had regarding the community room and in-person meetings. It was suggested that we hold off on In-person until September for the Breakfast Meeting and look into the Merchantile or Community room for the location.
- C. Officer's meeting with City Officials – In Process
 - 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 – Kristen will take concerns of crosswalk safety to the council.
 - 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

11. New Business –

- a) **Review Terms of Associate Membership**
- b) **Application for Associate Membership.** Motion to add Fuse, Surf City, Beach Nest as Associate Member, Vicki, 2nd Kim, Approved.
 - i. **Fuse Architects**
 - ii. **Surf City Rentals**
 - iii. **Beach Nest**

12. Adjourn-Next Meeting July 14, 2022, 9am