

BOARD OF DIRECTORS  
MINUTES – October 12, 2022 9:00a.m.

Present: -Ann Marie, Anthony, Carin, Craig, David, Devon, Janelle, Kim, Mike, Vicki, ,  
Sharolynn  
Consultant –  
Liaison – Kristen Brown  
Guests- Alana Helms  
Absent: Rodney, Todd Hanson, Josh, Peter

1. **Call to Order**
2. **Introduction of Guests** – Alana Helms, Super Silver
3. **Public Comment**
4. **Approve Minutes** – 09/14/2022, Vicki motioned, Carin 2<sup>nd</sup>. Unanimously Approved.
5. **Council Representative’s Report** – Kristen: Light agenda on this week’s meeting. Looking at new process for Community Grants. Next meeting will be after the election and will have new City Council Members. Jessica Kahn, Public Works Director will be introduced. Kristen will work on a meeting with her and BIA Officers
6. **Treasurer’s Report** – Revenue projections may be off due to complications with TOT and Businesses electing to not pay Dues. Committees must be monitored with expenditures and Directors are urged to encourage Dues payments within Village. Breakfast Meeting is suggested to build BIA support also investigate combining Dues with Business license fees.
7. **Communication Manager/Ambassador Report** – Todd had a medical emergency, and the Directors may need to take some tasks on behalf of the change in circumstances with he and Robin.
  - a) Marketing-
  - b) Website update- Craig went over the website analytics which continue to show growth. Members need to be encouraged to login and use the support! Events seem to drive the most traffic and need to reach out to businesses that offer live music etc. Developer Maintenance is well worth the monthly expenditure.
8. **Committee Reports**
  - a) Sip and Stroll-Banner (reusable) is ready for approval. Carin motions that we purchase the Banner (\$1134) Sharolynn 2<sup>nds</sup>. Unanimously Approved. Add “.com” to Capitola Village on the Banner. Pennants are suggested by MaryBeth as a reusable replacement to balloons. Carin motions to buy 30 pennants not to exceed \$10 each. Sharolynn 2<sup>nds</sup>. Unanimously Approved. The Poster needs to go to print now.
  - b) Cookie Walk-Boxes and Labels purchased. All set for December 3 & 4.

- c) Palm Tree Lights-City approved Coaxial LED installation. City will take down existing lights and groom trees before CLP installation on Oct. 24, 25.
- d) Banners-Tabled

#### 9. **Old Business**

- a) In Person Meetings- Tabled
- b) Officer's meeting with City Officials – Need to set up meeting with new Public Works Director.
  - i. Protective bollards in front of Vanity by the Sea – no news
  - ii. Better signage Beach Parking - 1 done, banner by city hall in the works. Ongoing discussions.
  - iii. Sidewalk signs “No Biking on Sidewalk” – inadequate signs will be replaced when first attempt wears off
  - iv. Enforcement of sidewalk biking & Skateboarding – little if any
  - v. Sidewalk loitering – much improved
  - vi. Additional garbage can by benches Cap Ave & San Jose Ave - done
  - vii. Traffic & Crosswalk safety by Margaritaville – planter trimmed. Ongoing discussion about summer traffic back up on the Esplanade.
  - viii. Sidewalk Cleaning – increased to 2times monthly Aug. & Sept.

#### 10. **New Business –**

- a) **Property Management Policy-** Carin motioned that going forward in Brochure, Vacation Rental section will link to website. No Property Management Companies will be listed in brochure, on website only.
- b) Janelle 2<sup>nd</sup>. Unanimously Approved
- c) **Beach House Rentals -**Discussion around changing bylaws to say *Business in Good* standing. More discussion needed. Move up brochure reprint to remove Beach House Rentals and other businesses no paying dues.
- d) **O’Neal Vacation Rentals –** Janelle Motion to accept their Associate Business Membership application, Craig 2<sup>nds</sup>. Unanimously Approved

#### 11. **Adjourn-**Next Meeting November 9, 2022, 9am