

BOARD OF DIRECTORS
MINUTES – September 14, 2022 9:00a.m.

Present: -Ann Marie, Anthony, Carin, Devon, Janelle, Josh, Kim, Mike, Vicki, Peter, David, Sharolynn

Consultant – Todd Hanson

Liaison – Kristen Brown

Guests-

Members: Matt Arther, Jill Arthur, Cheryl Schneider

Absent: Rodney, Craig

1. **Call to Order**
2. **Introduction of Guests**
3. **Public Comment**
4. **Approve Minutes** – 08/10/2022, Carin motioned, Vicki 2nd, Unanimously Approved.
5. **Counsel Representative’s Report** – Kristen: Counsel approved replacing the Palm Tree lights. Steve Jesberg is retiring at the end of Sept. His replacement will be announced soon, and she would like to introduce them to the BIA as soon as possible.
6. **Treasurer’s Report** – Devon reports our Roll Over amount and the \$16,465 of TOT just received which was substantial. Dues Invoices have been sent out and are due by the end of Sept. Letters will be sent out for past due accounts. Those accounts should be pulled from the BIA marketing until paid. Discussion about why some businesses choose not to pay dues, Why, What are they missing, will be looked into.
7. **Communication Manager/Ambassador Report** – Todd shared an update on Social platforms. Engagement is way up and increasing rapidly. Analytics are month to month. Social links to web and web links to social, boosting engagement on both. The Newsletter will be adding a Who’s New/What’s New in the Village segment. Sip and Stroll getting a boost from now until the event. Discussed ad buy options going into the Holiday Season.
 - a) Marketing- Banner directional to Parking lot by City Hall is still in discussions. Formal Holiday Committee to resume regular meetings.
 - b) Website update- In Todd’s update, also discussed additional page on the site for membership access to reporting etc.

8. Committee Reports

- a) Sip and Stroll-Committee has been working hard. ABC permits about ready. Banner is in the works (reusable)
- b) Cookie Walk-Will give Sip and Stroll more attention for now.
- c) Palm Tree Lights-Samples will be up soon. Ordering sample of Warm Rope and then decision needs to be made. Time is of the essence.
- d) Banners-This year's banners are being refurbished and new will be taken up later. There is some discussion of the City requirements to go through the Arts Commission.

9. Old Business

- a) In Person Meetings- Todd will provide sample of hybrid technology that is affordable.
- b) Officer's meeting with City Officials – Need to set up meeting with new Public Works Director to go over these concerns. Update:
 - 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 –

- i. Ann Marie sent link to info for joining First Friday. She and Robin have been surveying businesses for interest.
- ii. Concerns about driver safety in the Village need to be addressed to the City.
- iii. Concerns about Beach Vendors need to be addressed to the City.

11. Adjourn-Next Meeting October 12 2022, 9am