

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

Present: -Ann Marie, Anthony, Carin, Craig, David, Devon, Janelle, Josh, Vicki
Consultant – Todd Hansen
Liaison – Kristen Brown
Members- Kathy Bentley, Cheryl Sneider
Absent: Rodney, Peter, Kim, Mike, Sharolynn

1. **Call to Order**
2. **Introduction of Guests –**
3. **Public Comment**
4. **Approve Minutes** – 10/12/2022, Carin motioned, Devon 2nd. Approved.
5. **Council Representative’s Report** – Kristen: Elections for City Council are very close for the 3rd member, recount may be imminent. Thursdays Council meeting will be fine tuning on Cannabis and fire regs up to state level. City is receiving \$630K for Low Income and unhouse solutions. Will look into Free Parking at special Tuesday meeting and free parking for Winery Vendors for Sip & Stroll. In person Council Meetings to start after State of Emergency ends in February.
6. **Treasurer’s Report** – We have received about 40% of total dues. Carin will send out past due letter with invoices.
7. **Communication Manager/Ambassador Report** – Todd updated on Social Platforms which are still showing great response and increased traffic.
 - a) Marketing- Todd presented Santa Cruz Wave ad buy. It will have 2 versions, 1. promoting Sip & Stroll 2. Village Holiday Promos. Digital promotion as well and Instagram and Facebook. Featuring Sip & Stroll today. Good return on investment and good analytic capabilities. Would like to see use of QR codes to direct to Shop Eat Play Stay landing pages. Will get feedback before ad deadline Monday.
 - b) Website- Craig went over the Website analytics which continue to show growth. Traffic would normally peak in July but peaked in October due to the Monte Fireworks draw. Events seem to drive the most traffic and need to reach out to businesses to utilize promoting events, etc. Cleaned up STR after the Beach House situation.
8. **Committee Reports**
 - a) Sip and Stroll- Pennants were not available for this year to replace balloons. International wines will premier at this event and Wineries are starting to reach out to participate. Promote the Cookie Walk during the Sip & Stroll event.

- b) Cookie Walk-Flyer will be ready Friday. Robin is finalizing Cookie choices, will reach out to participants to familiarize them with the event.
- c) Banners-Tabled

9. **Old Business**

- a) In Person Meetings- Tabled until January
- 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**-Be an Ambassador to the Village is the message we need to send to property managers in how they conduct business. Any negative feedback should be brought to the Board's attention. Only Associate Members will be on the Website directing to their website. They will not be on Brochures.
- b) **Additional Palm Trees to Light**- Carin and Vicki will work on defining which trees and getting the lit.
- c) **Holiday Decorations**- Giant Wreaths are the likely choice. Looking into one live tree and one Giant Wreath. Adding a banner to the Giant Wreath to say Capitola Village or something to add to the Photo Op.

11. **Adjourn**-Next Meeting January 11, 2023, 9am