

BOARD OF DIRECTORS  
MINUTES – January 11, 2023 9:00a.m.

Board Members Present: Anthony, Carin, Craig, David, Devon, Janelle, Josh, Kim, Mike, Peter, Rodney, Sharolynn, Vicki Absent: Ann Marie

Consultant: Todd Hansen

Liaison: Kristen Brown

Members: Randy and Rocko (Marianne's), Bhavana (Capitola Hotel), Matt and Jill (Capitola Bay Co), Steve Allen and Evelyn Flores (Capitola Venetian Hotel), Kathleen (Katalina's Boutique), Liz Pickart (Beachnest Vacation Rentals), Kristie (El Toro), Cheryl (Boba Bay), Cathy (Cork and Fork)

Guests: Mary Beth Cahalen, Katie Herlihy, Nikki Bryant, Sarah Ryan, Susan True,

1. **Call to Order-9:03am**
2. **Introduction of Guests** – City of Capitola-Nikki Bryant, Katie Herlihy, Capt. Sarah Ryan. CFSCC, Susan True
3. **Public Comment** Questions to City regarding PGE restoring remaining power. Clearance by Inspectors yesterday and PGE given the go ahead to restore and working on it. Should be restored today. Question regarding reopening the Esplanade, still undetermined. Concern with social media posts hurting bookings. City and BIA will promote positive messaging.
4. **Approve Minutes** – 11/9/2022, Carin motioned, Sharolyn 2<sup>nd</sup>. Approved.
5. **Council Representative's Report/Flood Update** – Kristen turned over to the City guests: Nikki Bryant discussed her Volunteer efforts compiling a list of needs. Katie announced an upcoming page on Funding Info for Disaster Relief to be added to website. Susan True added that FEMA's United Policy Holder can do special meetings for business owners which also addresses low income and individual assistance for employees. She also discussed the Foundation resources for wage replacement, gift cards, Venmo etc. Katie Herlihy is in touch with the Esplanade business owners.
6. **Treasurer's Report** – Devon reports that the Budget is looking good and expecting additional TOT of \$5000. Board needs more reconciliation with the City to make sure we are getting our total due.
7. **Communication Manager/Ambassador Report** – Todd's services were out so no update material could be sent.
  - a) Marketing- Reports that the last Sip and Stroll was a great success, and the February S&S will be a good vehicle for letting the public know Capitola Village is alive and well. He will work on positive messaging across our platforms. Santa Cruz Waves and Visit Santa Cruz have both put "a lot of eyeballs" on Capitola Village. Will send out a Save the Date for S&S.
    - i. Contract for Certified Folder Display: \$2879.82. Carin motioned to approve the contract as written, Sharolynn 2<sup>nd</sup>, Approved.

- b) Website- Craig website traffic continues to drive to events so messaging to businesses to let us know of any events coming up.

## 8. Committee Reports

- a) Sip and Stroll- Permits are in place. Carin will check on Glass supply. New glasses will need the new logo. Future S&S dates confirmed 5/13 and 11/11/23. Upcoming Donation will go to Rescue Fund. S&S Pennants need to be ordered. (Replacing balloons). Pouring stations need to be advised of extra ½ to 1 hour to clean up after volunteers stop serving. Rodney has wristbands and Tickets
- b) Banners-Tabled

## 9. Old Business

- a) In Person Meetings
- b) Property Management Policy-
- c) Palm Tree Lights-Josh updates that new lights on trees not powered by the city are strung and working with businesses to get them powered up. Mike will update his map with the private property additional trees.
- d) Officer's meeting with City Officials – **report on recent meeting with Jessica Kahn, new Director of Public Works**
  - 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 sign will be replaced when first attempt wears off**
  - iv. Enforcement of sidewalk biking & Skateboarding – **little if any**
  - v. Sidewalk loitering – **School back in session – problem a little worse but not as bad as last year.**
  - vi. Traffic & Crosswalk safety by Margaritaville – **planter trimmed. Ongoing discussion about summer traffic back up on the Esplanade.**
  - vii. Sidewalk Cleaning – **2023 schedule under discussion with city**

## 10. New Business

- a) Associate Member Application – Beachnest Vacaton Rentals -Carin motioned to approve the Associate Application, Janelle 2nds, Approved.
- b) Special meeting for business owners 1/13/23, Britannia Arms 9:00am

11. Adjourn to Next Meeting February 8, 2023