

BOARD OF DIRECTORS
MINUTES – February 8, 2023

Present: - Ann Marie, Anthony, Carin, Craig, Evelyn, Devon, Janelle, Josh, Kim, Mike, Peter, Rodney, Sharolynn, Vicki
Consultant – Todd Hansen
City Liaison – Kristen Brown, Capt. Sarah Ryan
Absent: Josh, Peter
Members- Mary Beth Cahalan, Bhavana Patel, Doug Conrad, Matt Arthur, Jill Arthur, Kathleen French, Cathy Bently,

1. **Call to Order-9:03am**
2. **Introduction of Guests –**
3. **Public Comment**
4. **Approve Minutes –** 1/11/2023, Carin motioned, Devon 2nd. Approved.
5. **Council Representative’s Report/Flood Update –** Kristen- 2/18 Music event is on the Agenda for Thursday’s 2/9 Council meeting for approval. Lt. Gov. Eleni Kounalakis will visit Capitola Village today to assess the recovery efforts. The messaging of welcoming patronage and “The Village is Open “will be encouraged.
6. **Treasurer’s Report –** Devon reports that the Budget is tight. Revenue is down. (\$88,764) and we are lacking TOT (only \$11,000 to date, low as recorded the past 3-4 years) and membership dues is down. Board needs more reconciliation with the City to make sure we are getting our total due.
7. **Communication Manager/Ambassador Report –** Todd’s Sip and Stroll is being promoted and is sold out with 50 tickets still reserved.
 - a) Marketing- Sip and Stroll is ready to roll out. Ann Marie expressed concern regarding over-pouring and safety. Mary Beth reviewed the training process she adheres to before each event.
 - b) Website- Craig- website traffic drives to events so messaging to businesses to let us know of any events coming up is key. January was picking up in performance and then the storms hit. “Capitola Village” search we are #1, “Capitola” we are #2, “Capitola Events” #1. Craig will add “donate” buttons to each page and pinpoint businesses that are open.
8. **Committee Reports**
 - a) Sip and Stroll- Discussed in Marketing. Ready to Roll. Capt. Ryan offered ABC training that they provide to business owners who serve alcohol. More door monitors is suggested. Carin request statistics from CPD for after event issues. Reach out to VIPs to work the S and S Events.
 - b) Banners-Tabled

9. Old Business

- a) In Person Meetings - Suggested that 2x per year Member Meetings be in person (logistics needed). Board Meetings still online or Hybrid (logistics needed)
- b) Property Management Policy- Tabled until March Meeting.
- c) Palm Tree Lights- City lit trees status is stable except English Ale's Palm is not working, Yanni said it seems to be City connection, Josh was working with City to get the new trees powered up and said that Yanni may have a solution. Mike will update his map with the private property additional trees once they are in working order. Sleeves need to be checked.
- d) Officer's meeting with City Officials – **No 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 sign will be replaced when first attempt wears off**
 - iv. Enforcement of sidewalk biking & Skateboarding – **little if any**
 - v. Sidewalk loitering –
 - 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) Village Clean Up- Standing invite, 1st Saturday each month to clean up beach and surroundings.
- b) Fundraising Report – Capitola Boat and Bait Spaghetti Feed/Auction was a sold-out success, Community Day was innovated and successful, Cooking for Capitola Dinner/Auction was a sold-out success. Karin Anderson has be a valuable resource for these events. Carin asks for transparency. Vicki will provide reports from the Cooking for Capitola Event.
- c) Renewal for 2023-2024 and Nominations/Elections of Board of Directors- Officers go to the City in May or June for BIA Renewal and the Director Term ending June 30, 2023 needs self-nomination and interested parties will need to fill out a Statement of Interest.
- d) Ann Marie – Suggests a new map of the Village Businesses. Digital is encouraged.
- e) Janet Romanowski's Social Media tutorials are a valuable resource, and all business owners are encouraged to take advantage.
- f) Sunday 2/19 Beach Clean Up, dumpster available.

11. Adjourn to Next Meeting March 8, 2023