

BOARD OF DIRECTORS  
MINUTES – March 8, 2023

Present: - Ann Marie, Anthony, Carin, Craig, Janelle, Josh, Evelyn, Kim, Rodney, Vicki  
Consultant – Todd Hansen  
City Liaison – Kristen Brown  
Absent: Devon, Peter, David, Mike, Sharolynn  
Members- Mary Beth Cahalan, Matt Arthur, Jill Arthur, Cheryl Schneider,

1. **Call to Order-9:05am**
2. **Introduction of Guests –**
3. **Public Comment -**
4. **Approve Minutes–02/08/2023**, Carin motioned to Approve, Rodney 2<sup>nd</sup>. Approved.
5. **Council Representative’s Report –** Kristen- Council meeting tomorrow will discuss Flag Policy, Federal Funding Requests, Council Policy Review. No other updates this week. Question about replenishing beach sand. Kristen will look into; others advise that nature will take its course. Carin inquired to the upcoming storms and if hearing no updates about storm related warnings does that mean we should be ok. Craig pointed out that the swell forecast is low and tide forecast is not extreme.
6. **Capitola Police Liaison Report-**
7. **Treasurer’s Report –** Devon was absent, please refer any budget questions to him by email.
8. **Communication Manager/Ambassador Report –** Todd’s is working on the next Sip and Stroll. He’s working on new artwork and assets for the next event and identifying the look and feel we want for the next event. Reducing use of the Donation Button and posts on Platforms. TikTok is discussed and encouraged.
  - a) Marketing- Mary Beth suggests using the Off The Lip radio show to promote Village events. They promoted the Senior Center Dinner, and it sold out. At \$45 it is a great value. Todd and Devon are working on Local Television promos and Carin urges the quick turnaround. The Village needs promotion quickly.
  - b) Website- Craig- Traffic continues to move to the event pages on the Website. We are “Thin” on Events for March and urged members to use the event calendar. Referral from Visit Santa Cruz is low and we should consider this when partnering with them.

## 9. **Committee Reports**

- a) Sip and Stroll- Discussed in Marketing. More door monitors are again suggested and to emphasize the need for them as a requirement at the Pour Stations. Volunteers should be in place to police the event. Capt. Ryan was not on the meeting to update on the last event and any issues the department could speak on. The most important priority is the visitor's experience. We need to make sure the pour stations are a good fit for a good experience. ABC permit is for 27 Stations. Carin and Mary Beth will refine recommendations and return to the board.
- b) Banners-Tabled

## 10. **Old Business**

- a) In Person Meetings – Tabled
- b) Renewal for 2023-24 – Nominations/Election of Board of Directors
- c) Village Clean-up – 1<sup>st</sup> Saturday of the Month, 9am, Esplanade Park. Thank you to the Arthurs.
- d) Property Management Policy- Tabled
- e) Palm Tree Lights- Tabled
- f) Officer's meeting with City Officials – No update
  - i. Protective bollards in front of Vanity by the Sea – Jessica Kahn
  - ii. Better signage Beach Parking – Bringing request to City.
  - iii. Sidewalk signs “No Biking on Sidewalk” – Jessica Kahn
  - iv. Enforcement of sidewalk biking & Skateboarding – Capt. Ryan
  - v. Sidewalk loitering -Capt. Ryan
  - vi. Sidewalk Cleaning – 2023 schedule requested.

## 11. **New Business**

- a) Landscape Committee – Carin will meet with Matt from the City. Would like to boost the planted areas in the Village. Holiday and Bulbs were suggested.
- b) In-store Easter Egg Hunt – Run for 2 weeks starting 3/24 until Easter 4/9 with small prizes for kids and perhaps one larger Grand Prize.
- c) Friday Night Concerts – Mary Beth and Neil from Off the Lip Radio Show want to do a March-April-May- Oct – Nov (not to coincide with Wed. Night Concert Series) Friday Late Afternoon Concert. It is suggested that 1<sup>st</sup> Friday would be a good choice. Mary Beth will follow-up. It is suggested that a good partnership with Off The Lip would be advantageous.

## 12. Adjourn to Next Meeting April 12, 2023