

BOARD OF DIRECTORS MINUTES – April 9, 2023

Board Members Present: - Ann Marie, Anthony, Carin, Craig, Devon, Evelyn, Janelle, Josh, Kim, Mike, Sharolynn, Vicki Absent: Peter, Rodney  
Consultant – Todd Hansen  
City Liaison – Kristen Brown  
Members- Mary Beth Cahalan, Matt Arthur, Jill Arthur, Cheryl Schneider, Cathy Bentley, Melissa Serriteno, Michelle Strong, Randy Westerman, Leslie Nielsen

1. **Call to Order-9:03am**
2. **Introduction of Guests** – Guests introduced themselves.
3. **Public Comment** – Mary Beth reported that the Band last Saturday was a success. Off the Lip posted Video with 4000 views.
4. **Approve Minutes**–03/08/2023, Kim motioned to Approve, Janelle 2<sup>nd</sup> Approved.
5. **Council Representative’s Report** – Kristen- Council meeting tomorrow will discuss an off the leash area for dogs, an added entertainment appeal has been pulled off the agenda by the business, also a Proclamation for Woodworm’s 50 years in business. 4/19 11:30am, a groundbreaking ceremony at Soquel Creek for multi-modal transportation lanes for Bay to Porter and Capitola Rd. over crossing.
6. **Capitola Police Liaison Report**- Capt Ryan did not receive email in time to attend meeting.
7. **Treasurer’s Report** – Devon reports that with only 2.5 months left the Budget should have a good Roll Over into the next fiscal year. Marketing dollars left since VSC is no longer doing TV ads. Devon added those funds into Misc. Advertising. Promotional commercials have been running in the Central Valley DMA, shown 6000 times with 4000 full views. Monday it began running in the San Francisco DMA. Devon Suggests a further \$1000 expenditure to run it in the Central Coast DMA. The link to the ad will be sent to the board to review.
8. **Communication Manager/Ambassador Report** – Todd’s is working on the next Sip and Stroll. Promotion starts tomorrow. The Easter Egg Hunt was successful. Suggest we incorporate Google Calendar into our workflow. Santa Cruz Waves Magazine is no longer published. Todd adds that Digital Platform Advertising is very easily updated and changed.
  - a) Marketing- The Village needs further promotion quickly. There is an urgent need to push the “Village is Open” message through any partners we can utilize. Craig will work on a Press Release. Carin suggests ChatGPT. Todd says it can be accessed through Bing.
  - b) Website- Craig- Traffic has been slow, perhaps due the weather. We are “Thin” on events for the Events page so he will roll the recurring events into the Events page. The Easter Egg Hunt was a bump to visits. He will add music events to the Event page and will add the Sip and Stroll Banner to both Shop and Play. Todd will work on Photo and Video updates to the Site.

## 9. Committee Reports

- a) Sip and Stroll- Mary Beth reports that 5 new wineries have joined this event. \$20 gift card/ ticket verbiage is to be added to the Eventbrite page. Carin motioned 500 tickets to be sold online at \$45, hold back 50 “day of” to be sold at \$50 and sell no shows after 2pm. Janelle 2<sup>nd</sup>. Approved.
- b) Banners-Tabled, Mary Beth added that the Arts Commission is working on all year banners, art on one side, advertising on the other side.

## 10. Old Business

- a) In Person Meetings – Tabled
- b) Renewal for 2023-24 – Nominations/Election of Board of Directors – 5/10 is the Annual meeting. There are 8 openings and 9 interested parties. Anthony will confirm with the Brit to have the meeting there, if not at the community room.
- c) Landscape Committee – Carin and the Arthurs have been talking with the City about enhancing the landscaping in City and private areas. Carin asked for volunteers and suggested a landscaper to advise and assist. Mike Arnone was suggested.
- d) Property Management Policy- Tabled, City is also looking at.
- e) Palm Tree Lights- We need a solution to light the new trees or take down the lights. It is brought up that Stockton Avenue is very dark, and Kristen will contact Public Works to look at fixing streetlights that are broken. Josh is looking into the connections for the new Palm Lights.
- f) Officer’s meeting with City Officials – No update
  - i. Protective bollards in front of Vanity by the Sea – Received info from Jessica Kahn.
  - ii. Better signage Beach Parking – City Council approved expansion of signage.
  - iii. Sidewalk signs Stencil ideas from Jessica Kahn need more feedback. A survey of the members for location will be done.
  - iv. Enforcement of sidewalk biking & Skateboarding – Capt. Ryan
  - v. Sidewalk loitering -Capt. Ryan
  - vi. Sidewalk Cleaning – 2023 schedule requested; City will provide 1 cleaning a month May - October. At least 2 are needed June – September. BIA would rather not have to pay for them but is willing to pay for at least 2 of the extra. Carin will continue discussion with city about paying for the other 2 extra cleanings.

## 11. New Business

- a) **New Parking Pay Stations-** City is previewing the new Pay Station at the lobby of the Police Department. Members are urged to view and give feedback.

## 12. Adjourn to Next Meeting May 10, 2023