

BIA Annual Meeting Minutes – May 10, 2023

Board Members present: Anthony, Devon, Carin, Vicki, Rodney, Josh, Craig, Evelyn, Ann Marie

Board Members Excused: Sharolynn, Kim, Mike, Janelle, Peter

Members Present: Amy Tognazzini, Brian Lee, Michelle Strong, LaSalle Strong, Julie Monet, Daniel Castagnola, Dan Finkel, Jill Arthur, Matt Arthur, Cheryl Schneider, John Pickart, Ted Burke, Willie Case, Melissa Serriteno,

Guests: Kristen Brown, Sarah Ryan, Mary Beth Chalan

1. **Call to Order-9:03am**
2. **Introduction of Guests** – Guests introduced themselves.
3. **Public Comment** – none
4. **Approve Minutes**–04/12/2023, Carin motioned, Rodney 2nd. Approved.
5. **Council Representative’s Report** – Kristen- Council meeting tomorrow will be focused on the Wharf rebuild, approval of design and ok to start Bid process. Work should start on it by Fall 2023 with reopen by Spring 2024. Followed up on the Streetlights and will follow up as more need repair. A crosswalk warning sign is going in at Stockton. Carin suggests limiting the time it flashes to not increase traffic burden. Carin introduced the Capitola Wharf Enhancement Team.
6. **Capitola Police Liaison Report**- Capt. Ryan reports that the Department has been working with other agencies on latest crimes. They are gearing up for Summer and have been busy since the Storms. They are working on staffing and Budget. They have been promoting E-Bike safety with School and Community outreach. Inter-agency cooperation for the W2W. Comments were made about the feeling of a lack of support and presence, especially since Oscar retired. Capt. will take the feedback to the Department. She will look into “Ambassador” type Volunteering. The Stencils for Walking you Wheels was brought up and the call for enforcement as well.
7. **Election of Board Members**- Ballots were counted and new Directors announced. Elected: Evelyn Flores, Kathleen French, Mike Gardiner, Vicki Guinn, Carin Hanna, Leslie Nielsen, Devon Salter, Rodney Wartzok. Approved by members in attendance.
8. **Treasurer’s Report** – Devon reports the Budget is doing very well and there will be rollover into the next Fiscal year. He explained to the members that 75% of the budget goes advertising and TV has been a good resource for boosting business.
9. **Communication Manager/Ambassador Report** – Todd was absent.
 - a) Marketing- Anthony asked for new committee participation.
 - b) Website- Craig- Site performance has been ok but still light. Traffic picked up in April with about 100 visits per day. Reminded group to contact the BIA with their promotions and events which draw visitors.
10. **Committee Reports**
 - a) Sip and Stroll- Mary Beth reports 201 tickets have been sold and promotions are out on FB and Instagram. She had Off the Lip run her Video pitching S&S.
 - b) Banners-Tabled.

11. Old Business

- a) Landscape Committee – Carin and the Arthurs met with the Landscaper for Gayles Bakery who will submit a plan that will help furnish information to see how the BIA can enhance the Village landscaping.
- b) Property Management Policy- The City is working on pending the appeal from Beach House Rentals.
- c) Palm Tree Lights- Tabled.
- d) 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 – Need to establish location and design.
 - iv. Enforcement of sidewalk biking & Skateboarding – Concerns were relayed to Capt. Ryan.
 - v. Sidewalk loitering -Concerns were related to Capt. Ryan
 - vi. Sidewalk Cleaning –City will pay for 1 cleaning starting in May. Carin will discuss with city the need for 2 cleanings each month in June through September. Is the BIA willing to pay for the extra cleaning.

12. New Business

- a) Advertising with the Chronicle-** Carin has arranged for a meeting at the end of May to discuss a proposal for partnering with the Chronicle Travel Section. This would be about a \$10,000 expenditure.

13. Adjourn to Next Meeting June 14, 2023