

Meeting Minutes  
10/12/23

Board Members Present: - Ann Marie, Anthony, Carin, Craig, Devon, Evelyn, Janelle, Josh, Mike, Vicki

Board Members Absent- Rodney, Kathleen, Leslie

Members- Mary Beth

Council Liaison- Kristen Brown

Communications Mgr.- not present

1. **Call to Order 9:00am**
2. **Introductions-** Introductions were made.
3. **Public Comment-** Congratulations to Josh and Anthony on their new babies.
4. **Approval of Minutes of 09/14/23**, Carin motioned, Craig 2<sup>nd</sup>, approved.
5. **Council Liaison Report-** Kristen updated the Wharf repair commenced, Carin mentioned the loading zone for lodging up on Cliff Drive and Evelyn mentioned City sign to be redirecting pedestrian detour away from Venetian parking lot. The Wharfest is Saturday and the new name for Jade Street Park was approved to be Treasure Cove.
6. **Confirmation of New Board Members** (replacing Kim Tush, Sharolynn Ullestad)
  - a. **Michelle Strong**, Confirmed
  - b. **Melissa Serriteno**, Confirmed
7. **Treasurer's Report-** Devon reports that the Budget "Actual" column looks low, but we should be receiving last Qtr TOT in November and 1<sup>st</sup> Qtr TOT in January. Dues is at about 40% received and expected to increase by another 40%. Janelle updated that the Tax report for BIA performance percentages show 37% Outreach, 35% Events, 23% Village Enhancements. Appreciation to Janelle for her hard work. STR's continue to be a delinquency issue. Property management outreach will continue.
8. **Communication Manager/Ambassador Report-** Todd was not present.
  - a. **Marketing-**
  - b. **Website Update-** Craig reports September was the 2<sup>nd</sup> highest traffic to the Website. The analytics of the Business Spotlight pages shows good traffic referrals to the business pages. The Beach Festival was the top draw and CWEP continues to get good traffic. Craig will work with Robin to highlight new businesses.
9. **Committee Reports**
  - a. **Marketing-** Carin updated that the last marketing meeting was lightly attended, and the Communications Mgr./Ambassador Contract was discussed. More discussion is needed to update Contract and Salary. A new Streaming commercial is in the works for the "In-Door" Season.
  - b. **City Officers Meeting-** Officers met and the Cliff Dr. loading zone was suggested & enforcement of Skateboard/Bicycling/Ebike safety. All agreed signage is needed to walk wheels on sidewalk. Progress is slow.

Capitola Village and Wharf BIA

- c. **Sip and Stroll** – 11/11 is Ready. Ticket Sales are currently slow. New Poster design is needed. Maia Negre will be considered.
- d. **Cookie Walk December** 2<sup>nd</sup> and 3<sup>rd</sup>. Robin should begin working on
- e. Window Decoration Contest and Cookie Walk. Check in with Rodney for supplies.
- f. Banners – Tabled

**10. Old Business**

- a. Landscaping Committee-Maintaining.
- b. Palm Tree Lights – City will pay for damaged lights. Distressed Trees will be removed and replaced when larger trees are available.
- c. Capitola Wharf Enhancement Project- October Wharfest is Ready to go.

**11. New Business**

12. Adjourn to Next Meeting Thursday November 9, 2023