

Meeting Minutes  
JUNE 14, 2023

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

Absent: Josh, Kim, Sharolynn

Consultant – Todd Hansen

City Liaison – Kristen Brown, Jamie Goldstein

Members- Matt Arthur, Jill Arthur, Cheryl Schneider, Cathy Bentley

Guests- Mary Beth Cahalan,

1. **Call to Order 9:03am**
2. **Introductions**-Carin introduced the group.
3. **Public Comment**-
4. **Approval of Minutes of 5/10/23**, Spell check, Janelle motioned, Craig 2<sup>nd</sup>, approved.
5. **City Manager Report**- Jamie Goldstein reports that the City has approved extensions until November 2023 for the permanent parklet design program. Changes have been made to lower costs. Staff is working on FAQ for BIA to address concerns in appearance and outdoor conformity. City and BIA will work together to get the word out. Better communication from City to BIA is the goal. BIA Renewal is on the agenda for the next City Council meeting.
6. **Council Liaison Report**-Kristen reports that the Car Show was a great success, the Beach is groomed, and lagoon closed off. Lifeguard Tower is up. The Parking Meter increase is approved by City Council and will go into effect closer to the first of the year.
7. **Capitola Police Liaison Report**-not present
8. **Nomination/election of Officers**: Elected Officers: Chair Anthony, Vice Chair, Craig, Secretary, Carin, Treasurer, Devon.
9. **Treasurer's Report**-Budget report and update by Devon, 4<sup>th</sup> Quarter TOT added to Budget will roll over into new Fiscal year. Devon will connect with Jim Malberg on Member Assessments. Past Beach House Revenue is considered a loss.
10. **Communication Manager/Ambassador Report**- Todd reports that the Sip N Stroll was a great success but did not sell out. They will double up on Newsletters to promote Summer Events. Reminded members to submit Events to the Event Page and Admin. Will look into Banners instead of Balloons with PPD.
  - a. **Marketing**
    - i. Form new committee-Anthony has received interest for the Marketing Committee to move forward.
    - ii. SF Chronicle-Tabled due to expense. Other markets will be investigated.
  - b. **Website Update**-Web traffic continues to improve. Events continue to drive traffic. CWEP has had an impact drawing traffic.
11. **Committee Reports**
  - a. Sip and Stroll November 11, 2023, Permits going in. September letter will go out for invitees for 2024.
  - b. Banners – Tabled (Arts Commission also Tabled)

**12. Old Business**

- a. In Person Meetings - Next meeting will be in person at City Community Room
- b. Landscaping Committee-Prospective designer has dropped out. 1<sup>st</sup> Saturday Clean Up still doing well. Amy's planters need repair before planting.
- c. Palm Tree Lights – no solar solution at this time.

**13. New Business**

- a. Capitola Wharf Enhancement Project- Community Meeting was a great success. Great Feedback and well attended. City MOA with W2W is approved and Fundraising is in the planning stage as the Design Firm RRM is working on renderings.
- b. Officer's meeting with City Officials – Monthly meeting with City Manager, BIA officers and appropriate staff will be scheduled.
- c. Carin, Vicki and Leslie have been working diligently on perfecting the Membership Roster. The purpose of which is to increase revenue for both the BIA and the City.

14. Adjourn to Next Meeting July 12, 2023