

Meeting Minutes

July 12, 2023

Board Members Present: - Ann Marie, Anthony, Craig, Devon, Evelyn, Josh, Sharolynn, Vicki
Members-Cheryl Schneider, Willie Case

1. **Call to Order 9:04am**
2. **Introductions**-Introductions were made.
3. **Public Comment**- Ann Marie brought up the Guidance Letter for Village. Feels the rules are too strict on businesses. Anthony will resend the Guidance Letter.
4. **Approval of Minutes of 06/14/23**, Craig motioned, Josh 2nd, approved.
5. **Council Liaison Report**-Kristen unable to attend.
6. **Capitola Police Liaison Report**-not present.
7. **Treasurer's Report**-Devon is working with the City to finalize the Budget. Numbers are still skewed. We will be receiving the 4th Qtr TOT of \$15 to 20K to add to the Rollover of \$14,000.
8. **Communication Manager/Ambassador Report**- Todd not present.
 - a. **Marketing**
 - i. Chair Kathleen not present, Vicki gave overview of Marketing Meeting. It is suggested that we look for outside events to post and draw traffic to BIA.com
 - b. **Website Update**-“Web traffic is Smokin” says Craig. 8000 visits and the Car Show Event was a big draw. There are 3 improvements to the Website that will make it easier to contact businesses. Making Email and Phone numbers clickable, Space atop each page on the Newsletter for spotlights and add “Sliders” to the Events Page. These improvements should draw more attention to other than the Events Page.
9. **Committee Reports**
 - a. Sip and Stroll – no update
 - b. Banners – Tabled (Arts Commission also Tabled)
10. **Old Business**
 - a. Landscaping Committee-Planter boxes filled and to be Maintained.
 - b. Palm Tree Lights – No solar solution at this time, some effort will be made to reach out to the owners. Mike updated the Palm Tree Map to include the newly strung trees.
 - c. Capitola Wharf Enhancement Project- Vicki reports that CWEP is at the fundraising stage and waiting for design renderings from the City.
11. **New Business**
 - a. Officer's meeting with City Officials – Anthony reported on having the Officers meet monthly with City Staff to foster communication between the two. Capt. Ryan is to be the point person for the BIA.
12. Adjourn to Next Meeting August 9, 2023