

Meeting Minutes
August 9, 2023

Board Members Present: - Ann Marie, Anthony, Carin, Craig, Devon, Evelyn, Janelle, Josh,
Leslie (via ph), Mike, Vicki
Board Members Absent- Kathleen, Rodney, Carin
Members-Willie Case
Council Liaison-Kristen Brown

1. **Call to Order 9:03am**
2. **Introductions-**
3. **Public Comment**
4. **Approval of Minutes of 07/12/23**, Vicki motioned, Craig 2nd, approved.
5. **Council Liaison Report**-Kristen gave a recap of the last council meeting approval of the Children/Youth Bill of Rights. Concept design for Jade Street Park, Capitola Wharf Enhancement Project Concept Design. Community Center rehab is looking for more funding. The wharf repair contract is secured, and work is slated to begin late August through March.
6. **Capitola Police Liaison Report**-Not present. Officer's meeting with City Officials – Officers will reach out to Austin to get City Notes. Discussed concerns of Dogs on the beach. Beach Etiquette needs promotion. Suggested that there be an enforcement period to remind visitors of the rules.
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 \$10 to \$15K to add to the Rollover. Dues Invoices will be sent in September instead of August due to delay.
8. **Communication Manager/Ambassador Report**- Todd not present, Anthony gave overview of Social Media analytics.
 - a. **Marketing**- Chair Kathleen not present, Carin updated that Kathleen will be presenting the Board with an updated Job description for Comm.Mgr/Amb.
 - b. **Website Update**- Craig updated that the last 2 months have shown highest traffic to the website. He went over the 3 improvements to the Website that will make it easier to contact businesses and drive more traffic beyond Events Page.
9. **Committee Reports**
 - a. Sip and Stroll – Ready. Marketing to be through Todd. The Board agreed to continue the Gift Card Incentive.
 - b. Banners – Tabled
10. **Old Business**
 - a. Landscaping Committee-Planter boxes filled need to be Maintained.
 - b. Palm Tree Lights – Vicki to contact Yanni to remove private property palm tree lights and use them to repair where needed.
 - c. Capitola Wharf Enhancement Project- Carin reports that CWEP is at the fundraising stage.

11. New Business

- a. Replacement Board Member- Sharolynn no longer serving on the Board and Kim is not available in person. Suggestion that the two nominees be asked if they are still interested in being on the Board before proposing a special election.
 - b. Associate Member Applications
 - i. Kendall & Potter/Monterey Bay Property Management. Caring motions to approve, Janelle 2nd, approved.
 - ii. The Glow Prescription- no application yet and appears to be in competition with established Village Business.
12. Adjourn to Next Meeting Thursday September 14th, 2023