

Meeting Minutes  
September 14, 2023

Board Members Present: - Anthony, Carin, Craig, Devon, Evelyn, Janelle, Kathleen (zoom)  
Leslie, Mike, Vicki  
Board Members Absent- Rodney, Ann Marie, Josh  
Members-Mary Beth  
Communications Mgr.- Todd (zoom)

1. **Call to Order 9:04am**
2. **Introductions-**
3. **Public Comment**
4. **Approval of Minutes of 08/09/23**, Mike motioned, Leslie 2<sup>nd</sup>, approved.
5. **Council Liaison Report**-Not present, Carin updated info re: Wharf Groundbreaking Ceremony and City wishes to keep it business only.
6. **Treasurer's Report**-Devon is in touch with the city re: our Budget. Numbers are still skewed. We still have not received the 4<sup>th</sup> Qtr. TOT to the Rollover. Dues Invoices have gone out. Messaging needs to be to pay dues sooner than later.
7. **Communication Manager/Ambassador Report**- Todd updated that newsletter is out, Art and wine was a great success, pushing Sip N Stroll will be priority now. He has had to switch our QR host and is working with 2 now until the new brochure is connected to a new QR host. Pennants for SnS are in the works. Todd will have Robin connect with Mary Beth.
  - a. **Marketing**- Carin is working on a Holiday Commercial.
  - b. **Website Update**- Craig reports that the analytics of the Business Spotlight pages show many traffic referrals to the business pages. Art and Wine bumped the Events traffic and CWEP is getting good traffic. Business Bio pages need beefing up. Craig will solicit. Craig will receive the Newsletter Spotlights from Robin.
8. **Committee Reports**
  - a. **Marketing**- Kathleen is reaching out to restaurants for SnS with Mary Beth. Devon suggests improving the Village Holiday presence.
  - b. **City Officers Meeting**-Officers met 1<sup>st</sup> Thursday and went over list. Not much movement on any request. Progress is slow.
  - c. **Sip and Stroll** – 11/11 is Ready. Ticket Sales on. 2024 dates are 2/10, 5/11, 11/9.
  - d. Banners – Tabled
  - e. Cookie Walk/Window Decoration Contest-Tabled

**9. Old Business**

- a. Landscaping Committee-Tabled
- b. Palm Tree Lights – Yanni completed the repair and removal work. Repaired City Tree Trimmer damage and City will pay. City suggest new string fixing other than staples.
- c. Capitola Wharf Enhancement Project- Carin reports that CWEP is at the fundraising stage set to meet its goal. October Fest moving forward. Suggested name change to October Wharf Fest.

**10. New Business**

- a. Art and Wine Wrap Up – Devon suggested meeting with Carin and Carrie Arnone from Chamber of Commerce with feedback. Capitola Ave. set up particularly.
- b. Cancel Open Invoices – Discussed writing off diliquent dues invoices. Leslie volunteered to attempt collections.

11. Adjourn to Next Meeting Thursday October 12th, 2023