

Meeting Minutes  
01/18/2024

Board Members Present: -

Ann Marie, Anthony, Carin, Craig, Devon, Evelyn, Janelle, Josh, Kathleen, Leslie, Vicki

Board Members Absent- Rodney, Mike

Guest-Mary Beth

Council Liaison-Mayor Brown

Communications Mgr.- Todd

1. **Call to Order 9:05am**
2. **Introductions-**
3. **Public Comment-**
4. **Approval of Minutes of 11/09/23**, Vicki motioned, Carin 2<sup>nd</sup>, approved.
5. **Council Liaison Report**-New Council was installed. It is the 75th Anniversary of the City's Incorporation and events will be planned. Anniversary Pens are available at the City. Soquel High Football State Championship Parade was well attended with wonderful community support. The December storms brought more damage to the Wharf and will set back progress 6-8 wks. A request for updates to the Rail Trail plans was made and the Board will receive updates.
6. **Treasurer's Report**-Devon reports that we have now received the 4<sup>th</sup> Qtr TOT of over \$14,000. We have approx.. \$9,500 deficit in revenue from uncollected dues. He suggests a committee to promote payment and collect past due.
7. **Communication Manager/Ambassador Report**- Todd reports that the Eat Shop Play Stay Holiday Promo on Hulu had 70,000 impressions. 60% watched all the way through. It was also utilized on the Website and Social platforms. The Window Contest garnered 400 votes, the most for that event to date. Promotion for Feb. Sip & Stroll is in full swing. Todd will be gathering new photo and video assets during the event. Todd will update parking map to reflect the increase in fees.
  - a. **Marketing**- February Sip n Stroll is ready. Applications have been turned into the ABC. Winery's and set.
  - b. **Website Update**- Craig reports that traffic is up 80% over last year. Events continue to drive traffic to the site. The analytics of the Business Spotlight pages shows good traffic referrals to the business pages. 1700 referrals. This data should be used to promote BIA value and help collect delinquent dues.

**8. Committee Reports**

- a. **Marketing-** No update
- b. **City Officers Meeting-** No Update
- c. **Sip and Stroll** – 02/10 is Ready.
  - i. **Gift Certificates** – The left-over S&S Gift Certificates from the prior events will be offered to the 4 Village Lodging businesses. For this event, there will more discussion in next Marketing Meeting regarding Gift. Certs. Carin will calculate avail funds. Perhaps \$100 to Retail and \$200 to Food and Bev. Pouring stations should not receive money for gift certificates.

**9. Old Business**

- a. Landscaping Committee-No update
- b. Palm Tree Lights – Working with City to check connections.
- c. Capitola Wharf Enhancement Project- Vicki updated that the fundraising Donor Wall deadline was January 15. Donations are still coming in. The art aspect of the project is going through the ACC.

**10. Canceling late Dues** – Motion made and approved to remove Closed Businesses from Delinquents. Outreach for collections needs to be made. Vicki, Carin, Ann Marie, Janelle will meet to discuss.

**11. New Business**

- a. **Emergency Communications-** The City would like a Business Emergency Notification set-up. The City will manage Restaurants and Hotels. Further discussion needed.
- b. **City of Capitola 75<sup>th</sup> Anniversary-** Discuss at next Marketing Meeting.

12. Adjourn to Next Meeting February 8, 2024