

Meeting Minutes  
02/08/2024

Board Members Present: -

Ann Marie, Anthony, Carin, Craig, Devon, Janelle, Josh, Kathleen, Vicki, by Zoom: Leslie, Melissa, Mike

Board Members Absent- Evelyn

Council Liaison-Not Present

Communications Mgr.- Not Present

1. **Call to Order 9:03am**
2. **Introductions-**
3. **Public Comment-** 1<sup>st</sup> Saturday of the Month Clean Up announced.
4. **Approval of Minutes of 01/18/24-**Janelle motioned, Carin 2<sup>nd</sup>, approved with correction.
5. **Council Liaison Report-**Not present.
  - a. **City of Capitola 75th Anniversary-** City event will be Weds night concert in August with X-Large. Some discussion about if BIA should have its own event. None put forward.
6. **Treasurer's Report-**Received \$1800 more in Dues leaving approximately \$8,000 past due. The City is behind in TOT accounting. We are behind in Sip and Stroll Revenue.
7. **Communication Manager/Ambassador Report-** Todd
  - a. **Marketing-** Marketing meetings are on the 4<sup>th</sup> Thursday each month. Ann Marie updated us on the 2 magazine publications we are submitting Eat Shop Play Stay ads (Digital and Print) in Edible Monterey Bay and SC Vibes. The half page ads will run next to Articles and not other ads.
  - b. **Website Update-** Craig reports that Web traffic is just ok. Sip and Stroll traffic is down at this point before the event. He will investigate changing the Home page link for easier access to Eventbrite. He will speak with Todd regarding social posting.
8. **Committee Reports**
  - a. **Marketing-** Meetings are on the 4<sup>th</sup> Thursday of the month. The SCVibes and Edible ads are near completion. ½ page running in digital and print sharing page with an article. Ann Marie will share the digital link for CapitolaVillage.com. Devon suggests running Target Market ads for Spring Break. Original Video with new voice over. Edit out Beach House Rentals. Vicki motioned, Craig 2<sup>nd</sup>. Approved. Todd would like to Video/Photo the Sip n Stroll for more media assets at a cost of \$500. Carin motioned, Craig 2<sup>nd</sup>. Approved.

b. **City Officers Meeting-**

- i. **TOT ordinance-** New policy to have Property Managers be responsible for collecting STR TOT and Dues has been discussed with the City. Future meetings will include BIA. Jamie will meet with the Property Managers to discuss. The City has a Welcome package for new licensees and we need to add a BIA component. We need clarity on whether STR need a Business License if they are property managed.
  - ii. **New Parking Law-**14 Spaces are at risk. New CA law requires no parking spaces adjacent to Crosswalks. More information to come and discussion on how to circumvent this in the Village.
  - iii. **New Parking Bank Software-** The City is working on the parking bank software to get rid of bugs. Remember to report any non-operable banks to the police dept. Suggestion will be made to post a sign on those that are inoperable.
- c. **Sip and Stroll 2/10** – Ticket Sales as of today are 135. We are behind in Sip and Stroll Revenue due to Gift Certificates. Discussion is needed to decide whether to continue. It is agreed that Participants should be required to post on social media prior to event. The Poster will be reverted to the original for future events with Eventbrite Web Address and not just QR code. Postcard handouts need to continue with web address too. New Poster will go up in March for May Sip and Stroll.

9. **Old Business**

- a. **Landscaping Committee-**Need to discuss new Arbor at Quality Mkt.
- b. **Palm Tree Lights** – Tabled.
- c. **Capitola Wharf Enhancement Project-** Vicki updated that the enhancements are out for proposals. They will be presented to the Planning Commission in March. The contracts for the artists for the Public Art Installations are being executed. 3 Public meetings will be held 2/12, 2/26, 3/11 in the community room at the City. 6PM.
- d. **Canceling late Dues** – Daniel as Ambassador will work on Past Due Businesses. Leslie may work on STR past dues.
- e. **Emergency Communications-** Tabled

10. **New Business**

- a. **U.S. Travel Association Tour – May 8, 2024** -Jamie received notice that the Association was coming to the Village. Craig would like the organizer to prohibit the group from encroaching on the Venetians.
- b. **Board Vacancy** – Election Time and new Board Member needed.

11. Adjourn to Next Meeting March 14, 2024