

Meeting Minutes
11/09/2023

Board Members Present: -

Ann Marie, Anthony, Carin, Devon, Evelyn, Janelle, Josh, Leslie, Melissa, Vicki

Board Members Absent- Rodney, Kathleen, Craig, Mike

Members-Mary Beth, Matt and Jill Arthur

Council Liaison-Kristen Brown, not present

Communications Mgr.- not present

1. **Call to Order 9:05am**
2. **Introductions-** Introductions were made.
3. **Public Comment-** Janelle announced that State and Federal Taxes are in.
4. **Approval of Minutes of 10/12/23,** Carin motioned, Josh 2nd, approved.
5. **Council Liaison Report-**No update.
6. **Treasurer's Report-**Devon reports we have not received last Qtr. TOT. Dues payments received are about 50% received. Expenditures for Sept. were few.
7. **Communication Manager/Ambassador Report-** Todd was not present.
 - a. **Marketing-** Sip n Stroll is ready. Ticket sales have been slow.
 - b. **Website Update-** Craig's report is that Events continue to drive traffic to the site. The analytics of the Business Spotlight pages shows good traffic referrals to the business pages.
 - c. **New Parking Map** – We need to develop a new parking map.
8. **Committee Reports**
 - a. **Marketing-** The new Streaming commercial was filmed and will be ready for a Thanksgiving weekend release. Devon has contacted KSBW regarding storm damage Capitola messaging.
 - b. **City Officers Meeting-**Officers met and there are now posted signs prohibiting Bikes and Skateboards on Sidewalks. The Public Works list now must be submitted on a requisition form.
 - c. **Sip and Stroll** – 11/11 is Ready. Ticket Sales are currently slow. New Poster design is needed. The Monterey Ave. Banner needs to be changed to 'Next Saturday' instead of 'This Saturday' for more exposure.
 - d. **Cookie Walk** – Tabled
 - e. **Window Decorating Contest** – Contest forms need to be distributed.
 - f. **Banners** – Tabled

9. Old Business

- a. Landscaping Committee-Fine tuning of what types of plants work. Carin and Jill have been watering planters. The BIA has retained a gardener to replace plants that have died or been stolen. Good feedback on how much nicer planter look.
- b. Palm Tree Lights – Distressed trees have been removed. Mike will inventory light operation.
- c. Capitola Wharf Enhancement Project- Vicki updated that the fundraising goal has been surpassed and a new goal is in place for additional enhancement Donor Wall naming cut off is January 15.
- d. Canceling late Dues – A list of potential write off Invoices was discussed. Attempts to outreach for payment will be made. Leslie and Ann Marie will work on Forgiveness form and letter to delinquents. Carin will print invoices

10. New Business

- a. **Capitola Wharf Donor Wall-** Name for BIA in kind donation discussed.
- b. **Survey Results-** Survey email went to Info@ which is not accessible. Survey will be sent again.

11. Adjourn to Next Meeting January 11, 2024