

Meeting Minutes
03/14/2024

Board Members Present: - Matt and Jill Arthur

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

Board Members Absent- Leslie

Council Liaison- Kristen Brown

Communications Mgr.- Introductions

1. **Call to Order 9:03am**
2. **Introductions-**
3. **Public Comment-** 1st Saturday of the Month Clean Up announced.
4. **Approval of Minutes of 02/08/24-**Rodney motioned, Josh 2nd, approved.
5. **Council Liaison Report-**Kristin updated possibility of a Measure F extension for the ¼% sales tax. HCD was rejected pending an adjustment in numbers. The City is looking into new Park Regulations. The Council is deciding whether to bring back remote commenting. The City will present Proclamations to Wharf House and Boat and Bait owners at Thursday's meeting. Updates on Hwy 1 closures.
6. **Treasurer's Report-**Received \$1600 more in Dues leaving approximately 95% paid. 2nd Qrt. TOT received was only a small bump up.
7. **Communication Manager/Ambassador Report-** Todd and Robin will end their Contract 3/31.
 - a. **Introduction of new Marketing Team-** Tricia Mogensen and Jenny Keck of Opposite of East have agreed to start as of today. Asset licensing was verified and contract will be signed. Carin will write a letter of appreciation to Todd and Robin for their service.
 - b. **Easter Egg Hunt:** Ready to go.
 - c. **Website Update-** Craig reports that Web traffic is up 20% over last year. He has been tracking referral traffic which is up and added the Commercial to the site and is running Spotlights and Banners. Tracking is time consuming, and he would like to narrow the focus to what is useful to us. Tuning up the Web/Social connection with marketing team.
8. **Committee Reports**
 - a. **Marketing-** Edible is out running our ad. SC Vibe next week. Devon is running Target Market ads for Spring Break. Original Video. He reports a 85% completion rate for Central CA, 50% for North Bay, 70% for Napa/Sonoma.
 - b. **Sip and Stroll-** Lost \$5,000 for February. Gift Certificates will sunset and marketing to "Stay" will be broadened.
 - c. **City Officers Meeting-**
 - i. **Parking-** Keep an eye out for broken Pay Banks and report them. The City is looking at an App Only solution.

9. Old Business

- a. **Landscaping Committee**- Still paying for Maintenance and we need to renew the brick planters. Replacing Arbor at Quality Mkt.
- b. **Palm Tree Lights** – Carin will contact Yanni to get an update on lights.
- c. **Canceling late Dues** – Carin, Janelle, Leslie and Vicki will meet tomorrow to discuss collections and formulate a plan.
- d. **Emergency Communications**- We need an ambassador to take this project on. Text Chain or some other solution.

10. New Business

- a. **U.S. Travel Association Tour – May 8, 2024.**
- b. **Board Vacancy** – Janelle nominated Matt Arthur. Vicki Motioned, Devon 2nd, approved.
- c. **First Friday** – Ann Marie is gearing up for First Friday and BIA will blast membership to generate participation.
- d. **Supplies for Farmworkers needed.**

11. Adjourn to Next Meeting April 11, 2024