

Meeting Minutes  
04/11/2024

Board Members Present: Ann Marie, Anthony, Carin, Craig, Devon, Evelyn, Janelle, Josh, Kathleen, Leslie, Matt, Mike, Rodney, Vicki  
Board Members Absent: Kathleen  
Member Guests: Jill Arthur, Gus Monroy  
Council Liaison: Kristen Brown  
Communications Team: Tricia and Jenny

1. **Call to Order 9:05am**
2. **Introductions-** Introductions were made.
3. **Public Comment-** Anthony addressed the City Wharf Survey and expressed his displeasure that the BIA was not consulted before the Survey was released.
4. **Approval of Minutes of 03/14/24-**Carin motioned, Craig 2<sup>nd</sup>, approved.
5. **Council Liaison Report-**Kristin reported that the City Council will decide on Ballot Measures for increased revenue and Cost Over-runs for Wharf Resiliency. Much discussion was had regarding the Wharf Survey and the lack of BIA consideration. Kristin conveyed that the questions were from the community.
6. **Treasurer's Report-**Devin reminds that the Budget needs to be turned in to the City and final discussion will be had at the next Marketing Meeting. The City's turnaround of TOT to the BIA is slow considering Lodging must turn it in by the 10<sup>th</sup> of each month. We need to take a look at boosting revenue.
7. **Communication Manager/Ambassador Report-** Tricia has an ambassador in mind and will discuss more at the next marketing meeting. Carin will bring additional Ambassador information to the meeting. Social engagement is up, and boosting will go toward the May Sip and Stroll. The strategy is to promote the Eat, Play, Shop, Stay each week and try to increase Story engagement.
  - a. **Website Update-** Craig reports that Web traffic is up from last March. The top page view was the Easter Egg Hunt. The new Spotlights page is up. 1200 referrals from last month. Sip and Stroll is the focus and Summer Concerts. Events are still the main driver of Web Traffic.
8. **Committee Reports**
  - a. **Sip and Stroll-** Mary Beth is on Vacation, The Poster and Postcards are out.
  - b. **City Officers Meeting-** Postponed, Carin will make concerns known.

**9. New Business**

- a. **City Wharf Survey**-Discussion resumed, the Board consensus is to oppose a temporary solution in favor of a permanent solution and to express to the City that they include the BIA in developing any plans going forward.
- b. **Annual Meeting** – Set for May 9<sup>th</sup>.
- c. **Board Election**- Janelle distributed the Ballots and there are 6 nominations (all re-election) and 7 positions. Janelle motioned for the Board to actively recruit a 7<sup>th</sup> candidate before the Annual Meeting and if there are still only 6, then the Board will accept the slate of candidates and acclaim those 6. Carin 2<sup>nd</sup>, Board approved.

**10. Old Business**

- a. **Landscaping Committee**- Maintaining the brick planters. Replacing Arbor at Quality Mkt. is in the works with R.A.C.K.
- b. **Palm Tree Lights** – Rodney has met with Holiday Light Pros and they are very knowledgeable. The Lights may be strung to tightly for optimal tree growth and the Staples are too many and very damaging to the trees. Bids and scope of work will be considered.
- c. **Canceling late Dues** – Carin, Janelle, Leslie and Vicki discussed past due invoices and Carin has submitted a list of cancellations to the City.
- d. **Emergency Communications**- We need an ambassador to take this project on. Text Chain or some other solution.
- e. **US. Travel Association Tour** – May 8<sup>th</sup> will have lunch at Shadowbrook and then tour the Village.

11. Adjourn to Next Meeting May 9th, 2024