

Meeting Minutes
05/09/2024

Board Members Present: Ann Marie, Anthony, Carin, Craig, Devon, Evelyn, Josh, Kathleen, Leslie, Matt, Melissa Vicki

Board Members Absent/Excused- Janelle, Rodney, Mike

Council Liaison- Kristen Brown

Communications Mgr.- Tricia and Jenny

Members Present: John Chiala, Tatiana Lima, Jill Arthur, Meredith Keet, Doug Conrad, Daniel Castagnola, Ted Burke

1. **Call to Order 9:02am**
 2. **Introductions-** Introductions were made.
 3. **Public Comment-** Ann Marie announced 1st Friday 6/7.
 4. **Approval of Minutes of 04/11/24-**Carin moved, Josh 2nd, Approved.
 5. **Election of Board Members-** Anthony opened the election and Carin moved that we affirm the 6 returning nominees, Vicki 2nd and each nominee has accepted. Ann Marie Conrad, Anthony Guajardo, Craig Nunes, Janelle Cox, Josh Fisher and Matt Arthur,
 6. **Council Liaison Report-**Kristin reported that the City Council will announce an RFP for long term planning for Wharf uses at the meeting tonight. Members had questions regarding the Wharf Survey, city's short-term plans possible impact on Village businesses and what seems as the lack of support from the city. Kristin reiterated that the public meetings and survey responses involved the whole community and although rumors to the contrary, that the city was not deriving financial gain from the short-term uses and events would be few. There are 3 planned events for '24: August opening of the Wharf; September and October concerts. Kristin urged members to attend tonight's meeting and present public comments in person or email.
 7. **Treasurer's Report-**Devon presented the proposed budget to be submitted to the city. Funds are low but Sip and Stroll and TOT are anticipated for a good start to the fiscal year. Devon explained the city's slow turnaround of TOT is due to the 3rd party accounting delays.
 8. **Communication Manager Report/Presentation-** Tricia gave a concise breakdown of our social platform analytics. Followers and engagement are up significantly. They are studying demographics and targeting. Engagement on Facebook is beyond expectation and increasing. Promotions are heavy now for the May Sip and Stroll. They would like a new strategy to replace Eat, Play, Shop, Stay and will elaborate on the details at next week's marketing meeting.
 9. **Committee Reports**
 - a. **Website Update-** Craig reports that Web traffic is up. The top drivers were the Surfer's Path Race, Music and Sip and Stroll. There were 1200 referrals to business pages in April. Promoting Sip and Stroll, Car Show, Grad Week, Twilight Concerts, and member Spotlights.
 - b. **Sip and Stroll-** Reminders have been sent to participants with digital poster for use on individual social media.
 - c. **City Officers Meeting-** Progress is being made.
- Remainder Tabled until next meeting:
10. **New Business**
 - a. **Renewal 2024 and 25**
 - b. **City Wharf Survey/ Town Hall Meeting-**
 11. **Old Business**
 - a. **Landscaping Committee-**
 - b. **Palm Tree Lights -**
 - c. **Canceling late Dues -**
 - d. **Emergency Communications-**
 12. **Adjourn to Next Meeting June 13, 2024**