

Meeting Minutes
06/13/2024

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

Board Members Absent- Rodney

Council Liaison- Absent

Communications Mgr.- Tricia

Members Present: Mary Beth Cahalan, Tatiana Lima, Jill Arthur

1. **Call to Order 9:04am**
2. **Introductions-**
3. **Public Comment-** Mary Beth announced the need for a drone person and float participants for Summer Beach Festival.
4. **Approval of Minutes of 05/09/24-**Carin motioned to approve, Leslie 2nd, Approved.
5. **Council Liaison Report-**Kristin was absent. We discussed the position and a rotating schedule, or no representative were suggested. It is agreed that further discussion is needed to determine whether to change the representative position. Janelle advised consideration of our Bylaws. Anthony called for adding this topic as an action item on next meeting's agenda.
6. **Treasurer's Report-**We have not received the May reports from the city.
7. **Communication Manager Report-** Tricia went over the report provided. (attached). Social platform engagement is on an upward trend. Implementation of the "Experience" itinerary campaign is launched and on the Website. Will add business URLs to social post for referral to business website.
8. **Ambassador Report-** Karen updated that she has been introducing herself to the businesses and partnering with Tricia and Carin.
9. **Committee Reports**
 - a. **Website Update-** Craig reports that there is a 13% increase in web traffic over last year. The thumbnails are good but content is improving numbers. There were 1800 referrals last month. Sip and Stroll for May was a big draw. We are no #1 when searching "Capitola". He has updated the membership on the website.
 - b. **Sip and Stroll-** May Sip and Stroll brought in a \$3,741 profit in contrast to the almost equal deficit from last year. Merchants reported good sales. Carin suggests CV Sip and Stroll become known as the "Better Wines" Sip and Stroll. She suggests less wine/better wine, same stipend.
 - c. **City Officers Meeting-** Ongoing list and slow progress on the Sidewalk Safety signs.
10. **New Business**
 - a. **Think Local First Partnership-** Anthony joined the Board of Think Local First and invited all to consider joining and keeping CV businesses local and small. Anthony suggests that the BIA make a show of support to the opening of Capitola Boat and Bait.
11. **Old Business**
 - a. **Renewal 24-25** – Carin and Anthony will attend tonight's City Council meeting.
 - b. **Landscape Committee-** Carin is trying to get the Arbor at Quality Market rebuilt.
 - c. **Palm Tree Lights** – Josh likes the look of the vertical strand lights.
 - d. **Emergency Communications-** Tabled.
12. **Adjourn to Next Meeting July 11, 2024**