

Meeting Minutes  
07/11/2024

Board Members Present: Ann Marie, Carin, Craig, Devon,  
Josh, Matt, Mike, Vicki  
Board Member Present by Zoom: Janelle  
Board Members Absent: Evelyn, Kathleen, Rodney, Excused: Anthony, Leslie  
Staff Liaison: Captain Ryan present.  
Communications Mgr.: Tricia  
Members Present: Jill Arthur

1. **Call to Order 9:03am**
2. **Introductions-**
3. **Public Comment-**
4. **Approval of Minutes of 06/13/24-** Matt motioned to approve, Josh 2<sup>nd</sup>, Approved.
5. **Treasurer's Report-** Devin reported that we have received a substantial payment from the City and our beginning Fiscal Year Fund Balance is now +\$29,303 instead of -\$8,000.
6. **Communication Manager Report-** Tricia reports that the "Experience Capitola" and Spotlight campaigns are in full swing. The 2<sup>nd</sup> "Itinerary" has been posted to the website, "Staycation". FB activity is down but IG is up. Tricia would like to work on a PR campaign for the September Wharf Grand Opening. It was noted that we need to work around the City messaging as it becomes available.
7. **Ambassador Report-** Karen has been continuing to meet with business owners, gathering phone numbers and handing out the brochures.
8. **Committee Reports**
  - a. **Website Update-** Craig reports 10,000 views(!) that have translated to referrals. He is working with Tricia to incorporate the Itineraries and Spotlights to IG. More updates soon. "The Website is Hoppin".
  - b. **Sip and Stroll-** Devin requests there be discussion on lowering Sip and Stroll Expenses at the next meeting.
  - c. **City Officers Meeting-** Craig reported on the notes from the 6/27 meeting. Austin Westly will be providing meeting minutes that are to be shared with the members.
9. **New Business**
  - a. **City Finance Committee Appointments-** Congratulations Matt and Anthony for being appointed to the committee. September 1<sup>st</sup> will be the first meeting.
10. **Old Business**
  - a. **Banners** – Carin triumphed at the Arts Commission meeting with her proposal on new colored zone Banners. They will contribute \$3000 toward the purchase. The BIA would need to cover \$1950 remaining. Vicki motioned to approve the expenditure, Craig 2<sup>nd</sup> and it was approved. The Marketing Committee will finalize a color palette and plan to move forward quickly at the 7/18 meeting. Matt and Mike volunteered to make sure the poles are ready.
  - b. **Landscape Committee-** Tabled.
  - c. **Think Local First Partnership-** Tabled
  - d. **Palm Tree Lights** – Vicki reported on the ongoing discussions for repair/replace of the lights which leans toward accepting CLP proposal for replacement. The Board was receptive to moving forward. Mike will meet with Rodney to discuss further details. Time is of the essence.
  - e. **Emergency Communications-** Tabled.
11. **Adjourn to Next Meeting August 8, 2024**