

Board of Directors Meeting Minutes
08/08/2024

Directors Present: Ann Marie, Anthony, Carin, Craig, Devon, Janelle, Josh, Kathleen, Leslie (Zoom), Matt, Vicki
Directors Absent- Evelyn, Devon, Mike, Rodney
Council Liaison- Absent,
Communications Mgr/Ambassador: Tricia/Karin
Members Present: Jill Arthur, Cierra Ryczek

Call to Order 9:02am

1. **Introductions-**
2. **Public Comment-**
3. **Approval of Minutes of 07/11/24-** Kat motioned to approve, Josh 2nd, Approved.
4. **Treasurer's Report-**Devin- not present
5. **Communication Manager Report-** Tricia reports that the Website refresh is done "Experience Capitola" and Spotlight campaigns are increased. The Blog is up for August. The 3rd "Itinerary" has been posted to the website, "Where to...". FB activity is steady, but IG is growing. Tricia is steering social media posts to popular responses for growth. In addition, there have been many impressions. TikTok will be added to our platforms.
6. **Ambassador Report-** Karen has been continuing to meet with business owners, gathering phone numbers and handing out the brochures. She hears that business is slow.
7. **Committee Reports**
 - a. **Website Update-** Craig reports that the Website "Re-skin" is complete. More Spotlights have been added, 3 new with 20 total. He reports 8300 View in July, double from last year. He has posted Events through November. The emailed Newsletter goes to 19,000 and only 27 unsubscribes. (Remarkably few).
 - b. **Sip and Stroll-** Needs to be added to Eventbrite. Marketing will take up possible re-branding. Possible marketing to new areas.
 - c. **City Officers Meeting-** Officers continue to meet with City Officials. Craig reports that results have been "Semi-successful". Jill Arthur suggests inviting the City Manger to the Officers meeting.
8. **New Business**
 - a. **Sales Tax Measure-** Congratulations Matt and Anthony for being appointed to the finance committee to oversee the proposal for this measure. September 1st will be the first meeting.
 - b. **BIA Candidate Forum-** It is agreed that the BIA should have a Candidate forum at our October Board meeting. Leslie and Jill will work together to formulate questions.
 - c. **Palm Tree Lights** – The decision was made to have the Palm Tree Lights re-strung horizontally instead of vertically. Vicki will schedule with CLP.
 - d. **Cookie Walk, Window Decorating, Holiday Events-** Moved to Marketing Meeting.
9. **Old Business**
 - a. **Banners** – Carin is picking up the Banners and scheduling with Public Works to install.
 - b. **Landscape Committee-**Arbor is complete, Parking sign to go up, Jill working on getting plants. Thank you Carin and Jill for your continued maintenance/watering!
 - c. **Think Local First Partnership-**Tabled
 - d. **Emergency Communications-** Tabled.
10. **Adjourn to Next Meeting September 12, 2024**