

Board of Directors Meeting Minutes
01/09/2025

Directors Present: Anthony, Ann Marie, Carin, Craig, Leslie(ph), Matt, Rodney, Vicki
Communications Mgr/Ambassador: Tricia/Karin
Members Present: Jill Arthur, Matt (Polar Bear)

Call to Order 8:46 am

1. **Introductions-**
2. **Public Comment-** Recent Emergency Responses in the City of Capitola were discussed. Anthony will address at the next City/Officers meeting.
3. **Approval of Minutes of 11/14/2024-** Craig 1st, Carin 2nd, approved.
4. **Treasurer's Report-** Devon was absent, Carin reports that we have been working to bring the past due BIA Invoices current.
5. **Communication Manager Report-** Tricia, has shared the link to the Marketing Assets and is working on adding Eventbrite contacts to MailChimp. She is adding additional verbiage to Sip and Stroll posts to increase interest and engagement. Instagram showed good growth in the last month. Facebook continues to grow slowly. Good numbers but not best we have had. There is about 40% open rate on Newsletter.
6. **Ambassador Report-** Karin reports that she and Craig are working on Spotlights, and she continues to gather business info. She attended all Village holiday events and feedback is that business was slow during the holiday season. Sip and Stroll Posters for Feb. have been delivered and feedback is positive. She has also been working on past due collections.
7. **Website Analysis-** Craig reports Web stats are up 40%. Sip and Stroll, Holiday Nights and Cookie Walk were the highest views. There was a spike on the Storm day and discussion consensus was that even though emergency is a big draw, the site should not be a news outlet. We have acquired more domains and will investigate Visit California's free assets for promotion. Tricia will provide January's Itinerary to Craig.
8. **Committee Reports:**
 - a. **Marketing Committee-** Ann Marie reports from the last Marketing Meeting that the Spring & Fall issues of Vibe were decided upon. Devon advertised on Capitola and Aptos Times and KSBW during the holidays. Next meeting is 1/16/25.
 - b. **Events Committee-** Matt reports that the Sip and Stroll and other Holiday Events were well received and successful. Mary Beth secured the DeMattei sponsorship and glasses for 2025 Sip and Strolls. Looking into Monet's Salon participating in the February Sip and Stroll. More discussion of recent events will be had at the 1/16 meeting. Carin will provide recent years Events totals.
 - c. **City/Officers Meeting-** Leo Moreno is City Liaison. Officers will discuss recent emergency responses and if point of contact is non-responsive they will go up the chain. Also concern for Pop-Up Businesses in the Village.
9. **New Business**
 - a. **Emergency Communications**
 - i. **Notification-** Investigation of a MailChimp Text alert system was discussed. Karin is working on updating contacts. Tricia will add an Update Contact Info request to next newsletter.
 - ii. **PR to Visitors-** To be discussed at next City/Officers meeting.
 - b. **City Council Representative-** Discussion was had whether to have one or rotating representatives. Rotating was considered the best choice. Gerry Jensen will be invited to the Feb. board meeting and then Joe Clarke for March. Carin will look into when the Sales Tax increase will take place.
10. **Old Business**
 - a. **Wharf Long Term Plan- Capitola Strategic Plan-** Anthony will ask for an update at next City/Officers meeting.
 - b. **Vacancies/Businesses selling in the Village-** Discussed vacancies.
 - c. **Landscaping Committee-** no update.
11. **Adjourn to Next Meeting 2/13/2025 8:30AM in the Community Room at City Hall**
12. **Next Marketing/Events Meeting 1/16/25, 8:30am Capitola Wine Bar**