

Board of Directors Meeting Minutes
02/13/2025

Directors Present: Anthony, Ann Marie, Carin (Z), Craig, Devon, Evelyn, Janelle(Z), Josh (Z),

Kat, Leslie, Matt, Mike(Z), Vicki

Communications Mgr/Ambassador: Tricia/Karin

Members Present: Jill Arthur, Matt (Polar Bear) and various public attendees

City Representatives: Gerry Jensen, City Council and Chief Ryan, Capitola PD

Call to order: 8:42

- 1. Introductions- Introductions were made.**
- 2. PG&E Presentation-** Teresa Alvarado and Liaison Jasmine presented a quick overview of the 12/25/25 incident on Lawn way. Initial findings are a faulty electrical wire caused the gas leak. Questions were asked by various members of the meeting and assurances that an investigation is in process with a subsequent report to be available to the public. This includes findings by a neutral 3rd party investigation. Anthony expressed concerns about future failures and that continued communication is needed. He requested a Townhall and Council Member Gerry Jensen will follow up with City Mgr.
- 3. Public Comment-** Craig reinforced the message that proactive messaging is needed for the public.
- 4. Approval of Minutes of 1/9/25-** Leslie motioned to approve, Anthony 2nd. Approved.
- 5. Treasurer's Report-** Devon reports that the 2nd qtr. TOT should be received in March. February Sip and Stroll brought in the most revenue to date. More locals attended. KSBW spot was key and should be utilized for future BIA Events. He feels the majority of Marketing budget should be used for promoting Spring Break weeks, mainly, 4/7 – 4/17. More discussion for the Marketing meeting.
- 6. Communication Manager Report-** QR code accessible to marketing assets for members is needed. Instagram and Facebook are still trending upward. 3 newsletters went out promoting Sip and Stroll and Valentines Day. Blog is up.
- 7. Ambassador Report-** Karin has been working on Spotlights. She, Carin and Vicki have updated the 2025 Brochure for print. Shared invitation to Begonia Monument dedication 2/22.
- 8. Website Analysis-** Craig reports that 37-40% growth is steady per month. Spotlights contribute. Good traffic to the site on Storm Days, adding a link to the City info would be appropriate.
- 9. Committee Reports**
 - a. Marketing Committee** – Ann Marie reported that the Marketing Committee approved the Edible ad and repositioning for small increase in total. TikTok is back and should we add it to the Marketing position.
 - b. Events Committee** - Matt reports that Sip and Stroll was a success and DeMattei was pleased with the sponsorship. Presale was great and Wineries are approaching Mary Beth to participate.
 - 1. Donation of Sip n Stroll profits-** Profit Proceeds should be kept local (agreed).

- c. **City/Officers Meeting** – Anthony reports that Esmeralda and Leo as liaison will follow up with Public Works.

10. Old Business

- a. **Capitola Strategic Plan**- Gerry Jensen urged all to participate in the survey and promote it to friends and family. Community input is essential.
- b. **Council Representative**-Gerry suggests BIA collaboration with Chamber would be powerful.
- c. **Emergency Communications**
- d. **Vacancies/business selling in the Village** **All Tabled**
- e. **Landscaping Committee**

11. New Business

- a. **Wharf Long Term Plan Committee**-Anthony suggests a task force/sub-committee as a mouthpiece on the plans, collaborate with CWEP.
- b. Vicki presented an idea for Village Enhancement, Directional map signs with public art. Feedback was positive.

12. Adjourn to Next Meeting March 13, 2025 at 8:30 in the Community Room at City Hall.

13. Next Marketing/Events Meeting 2/20/25, 8:30am Capitola Wine Bar