

Board of Directors Meeting Minutes  
03/13/2025

Directors Present: Anthony, Carin, Craig, Devon, Evelyn, Janelle(Z), Josh (Z),  
Kat(Z), Leslie, Matt, Melissa, Mike(Z), Rodney, Tatiana, Vicki

Communications Mgr/Ambassador: Tricia/Karin

Members Present: Mary Beth Cahalen, Jill Arthur, Brian Lee, Nancy Jones, Amy Bowman (Homeless Garden Project)

City Representatives:

Guest: Carrie Arnone, Capitola/Soquel Chamber

**Call to order: 8:45**

1. **Introductions-** Introductions were made.
2. **Public Comment-** Leslie reports that the SC County Supervisors are discussing reducing STRs in the unincorporated area of Santa Cruz County.
3. **Approval of Minutes of 2/13/25-** Craig moved to approve, Carin 2nd Approved.
4. **Introduction Chamber Executive Director Carrie Arnone-** Carrie gave a brief overview of the Capitola/Soquel Chamber history and current endeavors.
5. **Treasurer's Report-** Devon reports that the 2<sup>nd</sup> qtr. TOT was received in the amount of \$7000. Next allotment should be in May.
6. **Communication Manager Report-** Link to marketing assets for members has been shared with membership. Collaboration with Food Influencer has been secured. Will work on Video for El Toro Bravo for when they open. They have High local following. Working on STR Video assets. 2 new blog posts, Spring Break/Begonia monument. Instagram and Facebook are still trending upward. International Women's Day/Begonia were top FB posts. Coordinating spotlights with Karin.
7. **Ambassador Report-** Karin and Tricia will be hosting a Marketing Seminar 3/26, 6pm on how to access assets on Pixie, Social basics, how to login and use CapitolaVillage.com. Karin will promote to businesses. 4/17, Tricia will host Head Shots for Members.
8. **Website Analysis-** Craig reports that 20% growth over last year. Sip and Stroll, new letters and Spotlights contribute to good traffic. We need more "Stay" messaging.
9. **Committee Reports**
  - a. **Marketing Committee** – Ann Marie was absent, Tricia reported that VSC publication is launching (CV is in this 2year issue). Devon added that we are running promotions in Central CA for Spring Break. 6 campaigns on Hulu and Disney, KSBW also. Great value.
  - b. **Events Committee** - Matt reports that Feb. Sip and Stroll was most profitable to date. Great momentum for May's event. (5/10) Poster is out for approval. Outstanding in the Field event is approved and scheduled for 5/28. It will be the first event of the season and bring much attention to Capitola Village. Coordinating with Tricia and VSC to promote. Local VIP early ticket opportunity then Public sale 3/20. Logo's and links have been provided for BIA exposure. A watch your step sign is suggested for the uneven wharf.
  - c. **City/Officers Meeting** – Anthony suggests getting a meeting with VSC Director to get clarity on benefits of City expenditure to VSC. Public Works attention to Pay Stations and the need to get an App platform for ease of use in the Village.

**10. New Business**

- a. **Village Enhancement Project**-Vicki gave a presentation for the Glass Mosaic Directional signs proposal. The project is well received and funding was discussed. BIA would like to pay for it and have discretion. A motion was made to form a committee to move it forward. Anthony 1<sup>st</sup>, Craig 2<sup>nd</sup> and approved. Carin, Karin, Mary Beth and Vicki will meet as a committee to plan next moves.

**11. Old Business**

- a. **Wharf Long Term Plan Committee**-BIA will attend the City Council Meeting presentation of the options presented by Fuse.
- b. **Capitola Strategic Plan**
- c. **Council Representative**-Next invitee, Margeaux Morgan
- d. **Emergency Communication**-Kat working on.
- e. **Vacancies/Business selling in the Village**-Vacancies are filling up
- f. **Landscape Committee**- Planters will need some plants replaced next month

**12. Adjourn to Next Meeting April 10, 2025 at 8:30 in the Community Room at City Hall.**

**13. Next Marketing/Events Meeting 3/20/25, 8:30am Capitola Wine Bar**