

Board of Directors Meeting Minutes
04/10/2025

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

City Representatives:

Guest:

Call to order: 8:45

1. **Introductions-**
2. **Public Comment-** Per Leslie, TJ Welch is moving forward with Recall of Alex Pedersen.
3. **Approval of Minutes of 3/13/25-** Carin motioned to approve, Craig 2nd, Approved.
4. **Treasurer's Report-** Devon reports that we are in good shape to meet our budgeted revenue. Next allotment of TOT and Sip n Stroll proceeds will be added in May.
5. **Communication Manager Report-** Tricia reminded that members need to utilize the Online Photo Gallery. It is very organized and easily accessible. Spotlighting individual businesses on social media plus Egg Hunt and Outside in the Field. FB grew more than Instagram for the first time. 900,000 impressions on both. "Up Coming Events" is performing well.
6. **Ambassador Report-** Karin and Tricia hosted a Marketing Seminar 3/24, 6pm and would like to do future dates. Karin will reach out to new businesses and continue to gather information for more Business Spotlights. 4/17, Tricia will host Head Shots for Members. Karin is also researching media outlets for promotion.
7. **Website Analysis-** Craig reports slower traffic in March. Egg Hunt, Sip and Stroll, and Spotlights will boost traffic in April. Good traffic for Begonia tribute. Growing Spotlights.
8. **Committee Reports**
 - a. **Marketing Committee** – Ann Marie mentioned changes to Sip and Stroll Poster to match wristbands and balloons. There is interest in a Raffle drawing for two Tickets to the Outside in the Field Event. Not happy with placement in Edible Magazine and we will receive credit and better placement next time. Will also look into future perks and perhaps even discounts for individual businesses who advertise. The Gift distribution to El Toro Bravo was discussed. It is suggested that the BIA sponsor the Beach Festival.
 - b. **Events Committee** - Matt reports that Rodney is working on the Easter Egg Hunt. Printable Egg Cards. Sip and Stroll Poster was reevaluated, balloons ordered. Vicki will confirm Map. Tricia will monitor marketing exposure for Outside in the Field.
 - c. **City/Officers Meeting** – Postponed until June.
9. **New Business**
 - a. **Position on Capitola L-** Leslie gave an overview of Measure L and the importance of keeping the Rail Trail in the Rail Corridor as codified in the measure. Rodney made a motion and Matt 2nd and agreed that BIA agrees with this interpretation of Measure L.

10. Old Business

- a. Village Enhancement Project-**Vicki gave an update on the committee's first meeting. Next meeting will be determined.
- b. Wharf Long Term Plan Committee-**April update coming
- c. Capitola Strategic Plan-**Approved by City
- d. Council Representative-**No response from Margeaux Morgan, will send out more invitations.
- e. Emergency Communication-**Tabled.
- f. Vacancies/Business selling in the Village-**Karin will continue to pursue the new businesses.
- g. Landscape Committee-** work is ongoing.

11. Adjourn to Next Meeting May 8, 2025 at 8:30 in the Community Room at City Hall.

12. Next Marketing/Events Meeting 4/24/25, 8:30am Capitola Wine Bar