

Board of Directors Meeting Minutes
05/08/2025

Directors Present: Anthony, Carin, Craig(Z), Devon, Evelyn, Janelle(Z), Leslie, Matt, Melissa(Z) Mike(Z), Tatiana, Vicki
Communications Mgr/Ambassador: Tricia/Karin
Members Present: Jill Arthur, Amy Bowman
City Representatives:
Guest:

Call to order: 8:45

1. **Introductions-**
2. **Public Comment-**
3. **Approval of Minutes of 04/10/25-** Carin motioned to approve, Matt 2nd, Approved.
4. **Treasurer's Report-** Devon reports not much change. Expenses were monthly expenses, and the budget is looking good. \$31,000 left in Fiscal year. Devon submitted the budget for next fiscal year. Next allotment of TOT and Sip n Stroll proceeds will be added in May. Devon would like to see our revenue grow to \$200K to push marketing plans.
5. **Communication Manager Report-** Tricia has been video Spotighting individual businesses on social media. Has connected with Outside in the Field to ensure promotion. Most effort will be after the event. Tricia has been approved for photography at the event. OSintheF will reach out to news outlets. The Raffle for the two tickets is live. Would like Strategy to be discussed in upcoming meetings.
6. **Ambassador Report-** Karin is reaching out to new businesses and continues to gather information for more Business Spotlights. Karin is also researching media outlets for promotion. She is walking around to gather information for Mother's Day Events.
7. **Website Analysis-** Craig says hits are up on the website but April was slow event wise. 6200 visitors to the website and he feels it is being used for planning. May hooks are good but need to keep the momentum going. 40 spotlights for posting are in the can. Twilight concerts, Car Shows and Summer Content up coming. March and April need to be prefocused next year.
8. **Committee Reports**
 - a. **Marketing Committee** -Matt reported that Edible full-page ad has been created. Evaluating future sponsorship. Next Marketing Workshop June.
 - b. **Events Committee** - Matt reports that the Easter Egg Hunt was successful and opinions are that it needs to be refreshed for next year. Sip and Stroll is ready to go. Will put on the agenda to discuss sponsorships for next year.
 - c. **City/Officers Meeting** - Next meeting with City to review BIA Contract.
9. **New Business**
 - a. **Meet with Supervisor Kim De Serpa**
 - b. **Long Term Wharf Plans-** Survey is out and community meeting is coming up.
 - c. **Election of Board Members and Officers-** Statements of Interest are due.
 - d. **Anthony would like to meet with the VR Property Managers.**
10. **Old Business**
 - a. **Village Enhancement Project-** Vicki reports next step is to meet with Designer and Artist to plan for City Council presentation.
 - b. **Council Representative-**Recall of Council Member Pedersen
 - c. **Emergency Communication-**Kat handing it off to Karin.
 - d. **Vacancies/Business selling in the Village-**Karin will continue to pursue the new businesses.
 - e. **Landscape Committee-** work is ongoing. Watering plan discussed.

Adjourn to Next Meeting June 12, 2025 at 8:30 in the Community Room at City Hall.
Next Marketing/Events Meeting 5/14/25, 8:30am Capitola Wine Bar