

Board of Directors Meeting Minutes
10/10/2024

Directors Present: Anthony, Ann Marie, Carin, Craig, Devon, Janelle, Josh, Kathleen, Leslie, Matt, Melissa, Mike, Rodney, Vicki

Communications Mgr/Ambassador: Tricia/Karin

Members Present: Jill Arthur, Cierra Ryczek, Tatiana Lima, Serina Hughes, Mary Beth Cahalan

Call to Order 8:45 am

1. **Introductions-**
2. **Public Comment-**
3. **Approval of Minutes of 09/12/24-** Changes made, Carin 1st, Josh 2nd, approved.
4. **Treasurer's Report-** We have received the best Dues Receipts thus far. We also received TOT for the last quarter. Expenses have been minimal.
5. **Communication Manager Report-** Tricia, Social followers are up. The Brochure is ready, Sip and Stroll Posters are out. Promoting Women on Waves, Fireworks and Sip and Stroll which will be Boosted. Continuing to post what gets the most impressions and attracting people to come. BIA is participating in the Visit SC publication, 2yr run.
6. **Ambassador Report-** Karin is handing out brochures, collecting dues and polling shops for December event. There seems to be positive interest.
7. **Committee Reports-**
 - a. **Website Update-** Craig reports Web views are up 40% in Sept. Oct. has good draws with Fireworks, Halloween Parade and Sip and Stroll. The Newsletter has good open rates and is pushing to the Website. Referrals at 2000 for Sept.
 - b. **Sip and Stroll-** Ready to go. 30 participants. Wineries are growing. Marketing will forward Social links. Past Due accounts are being monitored. 55 tix sold (typical).
 - c. **City Officers Meeting-** Requesting City Manager to attend. Nov. will commence rotating Liaison invitations to the City Council. Make clear our intentions and maintain professionalism.
8. **New Business**
 - a. **Board Vacancy-** Two Statements of Interest were received for 1 vacancy. Ballots were issued to attendees and Tatiana Lima was elected.
 - b. **Wharf Long Term Plan-** Survey is out, Fuse has been selected by the City to lead the recommendations for a Long-Term Plan. BIA would like to engage.
 - c. **Capitola Strategic Plan-** Survey is out. It is proposed that we form a committee to develop a vision from the BIA.
 - d. **Vacancies/Businesses selling in the Village-** Discussed outreach to encourage new businesses to come to the Village. Vicki will email to Board the correspondence we have on hand to promote the Village and BIA. Craig will post to the Website.
 - e. **Candidate Endorsement-** BIA has received a letter from the City Manager and City Attorney stating that it was inappropriate for the BIA to endorse a candidate. It is the understanding of the BIA that our non-profit status and Bylaws do not preclude the Board from endorsing a political candidate.
9. **Old Business-**
 - a. **Sale Tax Measure** – Carin looking into endorsement possibility with the City.
 - b. **Think Local First Partnership-** Approval of Membership at the last meeting, 10/24 is the next mixer from 6-8pm. Anthony will forward the info.
 - c. **Banners- Tabled**
 - d. **Landscaping Committee-** An ex-City employee to maintain the 9 concrete planters? Matt and Jill will check with Public Works. Thank you Carin for all of the Watering!
 - e. **Emergency Communications-** Karin has been gathering phone numbers.

10. Adjourn to Next Meeting November 14th, 2024

11. Next Marketing Meeting October 24, 9am Capitola Wine Bar