

Board of Directors Meeting Minutes
11/14/2024

Directors Present: Anthony, Ann Marie, Carin, Craig, Devon, Evelyn, Josh, Kathleen, Leslie, Matt, Melissa, Mike, Rodney, Tatiana, Vicki on Zoom: Melissa and Janelle
Communications Mgr/Ambassador: Tricia/Karin City Representatives: Capt. Ryan, Vice Mayor Brooks
Members Present: Jill Arthur, Cierra Ryczek, Daniel Castagnola, Mary Beth Cahalan, Amy Tognazzi, Randy, Matt (Polar Bear)

Call to Order 8:43 am

1. **Introductions-** Introductions were made.
2. **Public Comment-** No public comment.
3. **Approval of Minutes of 10/10/24-** Changes made, Craig 1st, Carin 2nd, approved.
4. **Treasurer's Report-** Devon updates that Dues receivables are up and next TOT allotment will be received in January. The successful Sip and Stroll revenue was \$18,332 with a profit of \$7600. Event Brite analytics showed that 80% of participants were from out of the area.
5. **Communication Manager Report-** Tricia, reports that the new Blog is going up on the website featuring Holiday Shopping Guide. Social showing steady growth, impressions were down due to the heavy Sip and Stroll promotions. Promoting Surfin Santa, Cookie Walk, Santa Con. Will resume posting what gets the most impressions and attracting people to come. Also, gift guide style posts. Email sent announcing Holiday Nights. Shop Small Saturday will be added to Events.
6. **Ambassador Report-** Karin reports that the Sip and Stroll had great energy and people were carrying many shopping bags. The remainder of the previous SnS Gift Cards were given out. She continues collecting past due dues and giving out Cookie Walk info and marketing materials to businesses. 31 participants so far.
7. **Website Analysis-** Craig reports good web traffic in Oct. Good draws with Fireworks, Halloween Parade and Sip and Stroll. The Newsletter has good open rates and is pushing to the Website. New Spotlights are up with nice stories. More entries like that are needed and the Ambassador will encourage businesses to engage. Added new Wharf spotlight page and BIA information page.
8. **Committee Reports:**
 - a. **Marketing Committee-** Discussion was had to realign the Marketing and Events into two separate Committees. A Board Member will chair according to Bylaws and will include minutes. Ann Marie will Chair the Marketing Committee.
 - b. **Events Committee-** Janelle motioned that the Events Committee be authorized to make decisions for Christmas events. Carin 2nd. Ann Marie amended the motion to eliminate "Christmas" and to have the permissions apply to existing events only. Approved. Matt volunteered to chair the Events Committee, and the Marketing and Events Committees will meet together on the 3rd Thursday of each month.
 - c. **City/Officers Meeting-** Will meet in February with revised agreements.
9. **New Business**
 - a. **Comments from Yvette Brooks-** 2025 Events are approved by City Council and added to the City website next week. Federal money for the Cliff Drive Resiliency was turned down but received grant money for further studies. Discussions are being had regarding Annexing SC portion of 41st Ave. into Capitola due to drain on Capitola resources. Strategic long term plan survey is reopening due to low response (360). Economic Development is number 1 thus far. The purpose is to identify 6 top priorities. The Wharf long term solution will be 5 ideas presented to Council in Jan. or Feb. then public outreach. Reminded to utilize SBA for workshops and free advice for small businesses. Ann Marie added that the Rate Increase for outdoor dining space was not brought to the BIA's attention before being added to the fee schedule. Yvette responded that the increase was nominal.

Capitola Village and Wharf BIA

- b. **Comments from Sarah Ryan**-Extended invitation for all to attend the swearing in of “Chief” Ryan. 12/4, 11:30am. Leo Moreno has been assigned liaison to BIA. Strategic planning focuses on youth engagement and ebike safety up to the state level. Hiring and recruiting is underway. Social Media engagement is up. ABC Grant renewed. Preparedness planning and BIA notification system plan needs developing.

- c. **Rate Increase for Outdoor Dining Space Rent**- Discussed in 9A

10. Old Business

- a. **Wharf Long Term Plan**- Discussed in 9A
- b. **Capitola Strategic Plan**- Discussed in 9A
- c. **Vacancies/Businesses selling in the Village**- tabled
- d. **Landscaping Committee**- former Public Works employee onboard.
- e. **Emergency Communications**- Karin has been gathering phone numbers.

11. Adjourn to Next Meeting January 9th, 2025 in the Community Room at City Hall

12. Next Marketing/Events Meeting November 21, 9am Capitola Wine Bar