

Board of Directors Meeting Minutes
01/08/2026

Directors Present: Amy, Anthony, Carin, Devon, Evelyn, Leslie, Josh, Matt, Tatiana, Vicki

Communications Mgr/Ambassador: Tricia, Karin

Members Present: Mary Beth Cahalan, Jill Arthur

Call to order: 8:48

1. **Introductions-**
2. **Public Comment-**
3. **Approval of Minutes of 11/13/25-** Carin motioned to approve, Vicki 2nd, Approved.
4. **Treasurer's Report-** Devon reports that our revenue numbers from TOT, Membership, Sip and Stroll and Cookie Walk are down. Vicki has been working on Past Due Accounts and Anthony will speak with Coastal Life.
5. **Communication Manager Report-** Tricia reports that Social are up 30%. Instagram surpassed Facebook for the first time but FB interaction is still superior. Blogs continue to go out monthly. 1/21 is the next Workshop and with concentrate on Boosting Google. She will discuss new Video pitch at next Marketing Meeting.
6. **Ambassador Report-** Karin is working on spotlights for STRs with Beachnest. Also, distributing Sip and Stroll postcards and Posters have been given out. She continues to engage businesses and building the Text List.
7. **Website Analysis-** Craig was not present but Carin received the Report and Nov. and Dec had 11,000 visits to the Website. Up 90% from last year. Posting Shop, Eat, Play, Stay Banners and Spotlights.
8. **Committee Reports**
 - a. **Events Committee** –Matt reports that the Holiday Extravaganza was a hit. The Cookie Walk sold out and was well attended. The Event continued with the Trike a Pose Photo Booth, Hot Chocolate/Cookies in the park, Caroling, Tree Lighting and VW Parade Finale. February Sip and Stroll is on schedule. Vicki is working on collecting ABC Applications.
 - b. **Marketing Committee** – Devon will have numbers from Streaming ad at the February meeting. Number of plays contracted for and over played quite a bit as well. Carin heard good feedback on her ad run of the same promotion. Devon will up looking into the Billboard sign on Hwy 17. \$1500/mo. Possible co-op with Chamber and City for \$500/, concentrating on Village. Josh or Tricia will pitch to the Chamber.
 - c. **City/Officers Meeting** –Next Meeting is February 5th. Matt would like the idea of new trash receptacles to be discussed. He has seen options that are tamper proof and attractive. ie by Metro station on Portola Dr. near KSCO Radio Station
9. **New Business-**
 - a. **Goals and new projects for 2026-**STR need more information sharing. Work with Property Managers to share BIA information with owners. Regular Presidents Letter.
 - b. **Super Bowl / World Cup-** Our area draw for World Cup teams is lack luster and may not draw the numbers we had hoped for to our locale.
10. **Old Business**
 - a. **Village Banners** – Arts Council Retreat.
 - b. **Village Enhancement Project-** Vicki is working on less expensive alternatives for the frames. Sponsorships to be discussed as a price firms up.
 - c. **Council Representative-** Anthony to send another round of invites to council.
 - d. **Emergency Communication-** Karin working on List.
 - e. **Landscape Committee-** Tabled
11. **Adjourn to the Next Meeting February 12, 2026, 8:30 in the Community Room, City Hall.**