

Board of Directors Meeting Minutes
03/12/2026

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

Communications Mgr/Ambassador: Tricia, Karin

Members Present: Brittney Beshore, Ted Burke, Brian Lee, Ted Mendoza, Rodney Wartzok
Mary Beth Cahalan

Call to order: 8:45

1. **Introductions-**
2. **Public Comment- Acknowledged the tragic fire and loss of life as well and Mijos, Geisha, Surf Portal and Sandy Scoops being affected.**
3. **Approval of Minutes of 2/12/25-** Lelie motioned to approve, Carin 2nd, Approved.
4. **Treasurer's Report-** Devon reports a balance of \$27,000+ currently. Few assessments received. Vicki reports that the City is currently working on collections, sending out a new strongly worded letter to past due members. Sip and Stroll revenue is \$13,552, usually projected at \$18,000. Eventbrite graphics are ready and socials will be coming soon. The Quote for the website rebranding was accepted and going forward. Video production has been approved. Past due dues and TOT are remaining revenue expected.
5. **Communication Manager Report-** Tricia reports Instagram is performing ahead of FB with followers trending upward. Interaction is still robust with reels performing well. Majority of engagement is from San Jose 27%, SC 19% Capitola 9%, Watsonville and Modesto 8%. FB demographic still 55 and older, Instagram more in the under 35 age group. The Video script is in rework and to be approved at upcoming Marketing. Meeting.
6. **Ambassador Report-** Karin continues to work on spotlights. New Brochures are being delivered. She continues to build the Phone/Text List, helping with dues and new business outreach.
7. **Website Analysis-** Carin reports that activity is 69% higher than last year. 126,000 visitors for the year. Blogs, newsletters have top referral to Website. 57 Spotlights with 2 more coming. Mary Beth announced the Capitola Foundation Spaghetti fund raising event for the Events page.
8. **Committee Reports**
 - a. **Events Committee** –Matt reports May Sip and Stroll planning scheduled for next Marketing Meeting.
 - b. **Marketing Committee** – Review Video Script for approval next meeting. Mary Beth shared that the next Outside in the Field event is 11/12 and marketing with Sip and Stroll would be optimal.
 - c. **City/Officers Meeting** –Next Meeting is March 20th. Matt reported that Katie will be addressing any Village business code violations. Warning Letters will be going out to businesses.

9. New Business-

- a. **Goals and new projects for 2026-**Holiday Extravaganza will begin planning. Shadowbrook will return.

10. Old Business

- a. **Village Banners** – tabled
- b. **Village Enhancement Project-** Vicki received an acceptable new proposal for the Bird Mosaic/Map project. Sponsorships to be discussed as a funding option and move forward to obtain City approval.
- c. **Council Representative-** tabled
- d. **Emergency Communication-** Karin working on List.
- e. **Landscape Committee-** Plantings are being stolen in the Village. Carin reminded us to look for items needing fixing around the Village for Public Works to attend to.

11. Adjourn to the Next Meeting April 9, 2026, 8:30 in the Community Room, City Hall.