

Board of Directors Meeting Minutes
04/09/2026

Directors Present: Amy, Anthony, Carin, Craig, Devon, Evelyn, Leslie, Vicki

Communications Mgr/Ambassador: Tricia, Karin

Members Present: Ted Burke, Julia Walls (Jules Street Boutique)

Call to order: 8:47

1. **Introductions-**
2. **Public Comment-**
3. **Approval of Minutes of 08/12/26-** Carin moved to approve, Devon 2nd, Approved.
4. **Treasurer's Report-** Devon reports more membership assessments have been received. The budget is expected to just break even due to poor Sip and Stroll revenue. Officers urged to spend frugally for the remainder of the fiscal year. TOT Reporting has become timely, but receivables has been slow to receive.
5. **Communication Manager Report-** Tricia reports Instagram is performing ahead of FB with followers for both trending upward. Interaction is still robust with Reels, Blogs and Newsletter performing well. The Video script is approved and production to be discussed further at the next Marketing Meeting.
6. **Ambassador Report-** Sip and Stroll Posters and Postcards are being delivered. Karin has made efforts to get Sip and Stroll promoted on all media sources available.
7. **Website Analysis-** Craig reports that the website re-branding looks great. Will check in with OOE to touch base with the web designer to make sure it is cohesive with our BIA branding. There was a 26% increase in from a year ago and the Easter Egg Hunt, Venetians and Caruso's topping the activity. May SnS is drawing visits. Referrals are consistent with spikes from newsletters and spotlights.
8. **Committee Reports**
 - a. **Events Committee** -No Update
 - b. **Marketing Committee** - No Update. Ted Burke suggests contacting the Santa Cruz Mountain Winery Association for Sip and Stroll exposure.
 - c. **City/Officers Meeting** -Next meeting is end of April
9. **New Business-**
 - a. **Budget Update Re: STRs-**Leslie gave an update after the last council meeting and options looked at for increasing revenue. Possible expansion of TOT Zone, or Raising TOT Tax, or Occupancy Tax were discussed.
 - b. **Flock Cameras** -
10. **Old Business**
 - a. **Village Banners** - No Update
 - b. **Village Enhancement Project-** No Update
 - c. **Council Representative-** Discussed bringing back a liaison.
 - d. **Emergency Communication-** No Update
 - e. **Landscape Committee-** No Update
11. **Adjourn to the Next Meeting May 14, 2026, 8:30 in the Community Room, City Hall.**