

Board of Directors Meeting Minutes
05/14/2026

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

Communications Mgr/Ambassador: Tricia, Karin

Members Present: Ted Burke, Britny Beshore, Jill Arthur

Call to order: 8:48

1. **Introductions-**
2. **Public Comment-** Carin updated us on the City Code enforcement plans.
3. **Approval of Minutes of 08/12/26-** Carin moved to approve, Matt 2nd, Approved.
4. **Treasurer's Report-** Devon reported on the proposed Budget for 26/27. It is adjusted for Sip and Stroll revenue being down significantly from the previous year. Suggests reducing the number of business participants and sharing some costs. Officers are urged to spend frugally until new assessments begin to arrive. TOT receivables have been slow to receive. Last quarter should show up next week.
5. **Communication Manager Report-** Tricia met with the Web Designer to make more updates to the re-branded Website. They will be adding a Sip and Stroll Landing page which will drive traffic to the site and highlight Sponsors and BIA. New Social video series, "This is my Capitola" spotlights are active. Video production to be discussed further at the next Marketing Meeting. Social Media growth has been substantial from this time last year to now.
6. **Ambassador Report-** Karin polled shoppers and businesses during Sip and Stroll and feedback was great. Some were not aware of the Sip and Stroll ahead of time. She facilitated paid promotion with newspaper visibility. The Summer Events poster will be going out soon.
7. **Website Analysis-** Tabled
8. **Committee Reports**
 - a. **Events Committee** -2027 Sip and Strolls will be discussed at next committee meeting.
 - b. **Marketing Committee** - Next meeting at Cocoa Vino 5/21 8:30am.
 - c. **City/Officers Meeting** -Carin recap-City Code Enforcement plans, Sidewalk cleaning and Shuttle location were discussed. Monterey Ave. Construction scheduled to end 5/20. 550 Jr. Guards and 70 City Employee Parking permits were issued. Quality Mart trees are approved for removal. TrikeAPOSE would need special event permits for Village access unless part of BIA or other permitted Events.
9. **New Business-**
 - a. **Election of Officers-** Ballots were counted and there were no new nominations Vicki motioned to approve the election of the 7 candidates, Anthony 2nd and unanimously approved election of Matt Arthur, Brittny Beshore, Josh Fisher, Anthony Guajardo, Tatiana Lima, Mary Locke, Craig Nunes for a 2-year term beginning July 1st 2026.
 - b. **Renewal-**Carin presented the renewal
 - c. **26/27 Goals** - Discussion to return Dues to Pre-pandemic rates.

10. Old Business

- a. Village Banners** – Tabled
- b. Village Enhancement Project**- Bird Mosaic Sign Project ready to move toward City Approval and pursue Sponsorship.
- c. Council Representative**- Discussed hosting a collaborative candidate forum for upcoming City Council election with Chamber.
- d. Emergency Communication**- No Update
- e. Landscape Committee**- No Update
- f. Palm Trees Lights**-Vicki met with the installer to discuss the condition of the Palm Tree Lights and what is needed for restoring/repair. He suggests low voltage lights due to lack of GFI and will present a proposal.

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