

Board of Directors Meeting Minutes
06/11/2026

Directors Present: Amy, Anthony, Carin, Devon, Evelyn(Z), Josh (Z), Leslie, Matt, Vicki
Communications Mgr/Ambassador: Tricia, Karin
Members Present: Ted Burke, Ted Mendoza, Jill Arthur
Guest: Mary Beth (Z)

Call to order: 8:47

1. **Introductions-**
2. **Public Comment-** Carin reports that Business has been brisk at the start of the Season. Mary Beth announced the Car Show this weekend.
3. **Approval of Minutes of 05-14-26-** Carin moved to approve, Matt 2nd, Approved.
4. **Treasurer's Report-** Devon reported that the latest TOT disbursement was received and we will have 6-8K rolling over into next year's budget. He will provide today's updated Budget.
5. **Communication Manager Report-** Tricia reports that Instagram and Facebook numbers continue to climb. The Carousel posts are popular, "Capitola isn't a Pick One..." performed well. Video production needs to be discussed further at the next Marketing Meeting. New Sip and Stroll marketing is under development.
6. **Ambassador Report-** Karin polled businesses after the VW Show and the feedback was, it is not a draw for businesses. Discussion to have it earlier in the spring will be suggested to the City.
7. **Website Analysis-Craig submitted his report:** Traffic is down 27% from this time last year. VW Car show and the May Newsletter were biggest draws. Referrals to members sites or phone continue to be up.
8. **Committee Reports**
 - a. **Events Committee** -2027 Sip and Strolls will continue to be discussed at next committee meeting.
 - b. **Marketing Committee** - Devon has contacted with KSBW to promote Nov. Sip and Stroll. Tricia will connect with KSBW contact for specifics.
 - c. **City/Officers Meeting** -Carin recapped that City Discussion is ongoing for raising Parking fees and no longer allowing Free Holiday Parking. More information is needed to quantify the revenue increase this would provide and if the BIA will benefit from it.
9. **New Business-**
 - a. **Fund Raiser R.A.CK.-** Karin proposes a collaborative Fund Raiser for R.A.C.K. and BIA. The idea is well received.
 - b. **Village Directory Project-**Vicki presented a PowerPoint overview of the project and a motion was made to present it to Katy at the City for next steps. Leslie Motioned, Matt 2nd and approved.
10. **Old Business Tabled**
11. **Adjourn to the Next Meeting July 9th, 2026, 8:30 in the Community Room, City Hall.**