

Board of Directors Meeting Minutes
07/10/2025

Directors Present: Amy, Anthony, Ann Marie, Carin, Craig, Devon, Evelyn, Josh, Leslie, Matt, Melissa, Tatiana, Vicki
Communications Mgr/Ambassador: Tricia/Karin
Members Present: Jill Arthur, James Navarro, Suzanne Ordway-Altmark, Serena Hughes
City Representatives: Chief Ryan
Guest:

Call to order: 8:45

1. **Introductions-** Introductions were made.
2. **Public Comment-** New Loading Zones- Chief Ryan reports that the loading zone hours are reverting back to the original hours (except for in front of DLRE for Daylighting.)
3. **Approval of Minutes of 06/12/25-** Carin motioned to approve, Vicki 2nd, Approved.
4. **Treasurer's Report-** Devon reports that the Budget is being finalized. After expenses, we will have approx. \$16,000 and expecting approx. \$10,000 in the next TOT allotment for a balance of \$26,000 going into 25/26 FY.
5. **Communication Manager Report-** Tricia has been video Spotighting reels for individual businesses on social media. The member headshots are now available on Pixieset. Working with Karin on Spotlights. 4 a month would be optimal. July Blog and Newsletter are out. The Car Show was a big traffic driver for Social. Both FB and IG are up. Content is geared towards demographics for each.
6. **Ambassador Report-** Karin continues to reach out to new businesses and continues to gather information for more Business Spotlights. Also informing businesses about the sign ordinance and providing parking app info for stores to post in windows for patrons. Chief Ryan added that they are going to provide info also.
7. **Website Analysis-** Craig says hits are up on the website with 9400 visitors to the website. The Car Show was a driver to the site and Social continues to drive traffic to the site. We need more Events beyond Twilight concerts, Car Shows and Summer Content up coming. People are reading the Newsletter and going to the website. Referral traffic needs to increase. Mary Beth will send Beach Festival Graphics to Craig.
8. **Election of Officers** – Vicki nominates Matt Arthur as Vice Chair and Full Slate Approval.
9. **Committee Reports**
 - a. **Marketing Committee** –Carin reports that KSBW is still in review. Devon will share the presentation with the Board. VSC ad is in it's 2nd year and the Edible ad is not a success. Will be discussed at next marketing meeting. City Events need to make in onto the website.
 - b. **Events Committee** – Matt will add discussing sponsorships for next year Sip and Stroll to the agenda for next meeting. Lanai Financial and Wiseman Construction have expressed interest in sponsorship. Levels will be discussed.
 - c. **City/Officers Meeting** – No meeting. Ongoing discussion with City to renew BIA Contract.
10. **New Business**
 - a. **Approval of Marketing Manager Contract with Opposite of East** - Approved
 - b. **Approval of Ambassador Contract with Karin Anderson-** Approved
 - c. **Decision on Contract with City** -Discussion leads to the need for ongoing talks with the City and that the Board is not interested in sharing cost with the city to formalize the '94 law if that is the direction.
 - d. **Letter to City regarding temporary sales in the Village-** Letter is approved and Carin will submit.
11. **Old Business**
 - a. **Village Enhancement Project-** Vicki reports designers are preparing updated proposals.
 - b. **Long Term Wharf Plans-** 5,6,7 are the options to finalize. Once decided the BIA will offer input.
 - c. **Council Representative-**
 - d. **Emergency Communication-**
 - e. **Vacancies/Business selling in the Village-**
 - f. **Landscape Committee-** Looking good. City needs to step up their cleaning maintenance.

Adjourn to Next Meeting Aug. 14, 2025 at 8:30 in the Community Room at City Hall.
Next Marketing/Events Meeting 7/17/25, 8:30am Capitola Wine Bar