

Directors Present: Amy, Anthony, Carin, Craig, Devon, Evelyn, Janelle, Josh, Leslie, Matt, Melissa, Vicki
Communications Mgr/Ambassador: Tricia/Karin
Members Present: Jill Arthur, James Navarro, Ted Burke
City Representatives:
Guest:

Call to order: 8:45

1. **Introductions-** Introductions were made.
2. **Public Comment-**
3. **Approval of Minutes of 07/10/25-** Vicki motioned to approve, Carin 2nd, Approved.
4. **Treasurer's Report-** Devon reports that the Budget balance we were planning for of approx. \$25,000 going into 25/26 FY may be less than expected due to lower than expected TOT. Looking at approx. \$18,000 instead.
5. **Communication Manager Report-** Tricia reports that all social media numbers are up. Blog and FB posts messaging is "Village Built by Local Hands" and performing well. Also looking for opportunities with outside vendors that may bridge some businesses for a united approach. Humble Sea and Ocean to Table for example. An email was sent out to the membership to push for spotlights and events. We should all be looking for events to post. Craig can post with just a photo and info.
6. **Ambassador Report-** Karin continues to reach out to businesses for more Spotlights. Also informing businesses about getting their events posted. She and Tricia will work on getting a login to post as well. Karin and Tricia are hosting a membership training at 6pm, 9/1 for posting events and social media in the community room.
7. **Website Analysis-** Craig says traffic to the website is down. He wonders if there is a disconnect between the City Web site link to BIA. We need more Events especially since Wine Bar is closed. People are reading and clicking to the website from the Newsletter and suggest an extra Newsletter. Referral traffic needs to increase. Mary Beth will send Beach Festival Graphics to Craig. Karin is meeting with Nikki and will go over the link situation with her.
8. **Committee Reports**
 - a. **Marketing Committee** –Carin reviewed our last meeting. KSBW is moving forward, and more discussion is needed for VSC and Edible. The City events should not sabotage the businesses and should be geared towards the off season when we need it. Letters have been submitted.
 - b. **Events Committee** – Matt reviewed our last meeting. Sip and Stroll Dates set. Next meeting 8/21.
 - c. **City/Officers Meeting** – Ongoing discussion with City to renew BIA Contract. Advisory Committee has advised the City Council to approve the assessments at next meeting. Cleanliness in the Village is low and needs improvement. Vendors may need to change.
9. **New Business**
 - a. **Selection of Point Person to OOE for Rebranding-** Cierra is suggested and will be discussed at Marketing Meeting.
 - b. **Decision on Contract with City** -Discussion leads to the need for ongoing talks with the City and Advisory Board. BIA is not interested in sharing cost with the city to formalize the '94 law, and more information is needed to understand going in that direction.
 - c. **Letter to City regarding summer music events the Village-** We do not need more music events in our busy season. Twilight concerts fill that need and more attention is needed for the off season.
10. **Old Business**
 - a. **Village Enhancement Project-** Vicki has received updated proposals and will meet with committee.
 - b. **Council Representative-** Council representative is best suited to participate in the executive meetings.
 - c. **Emergency Communication-** Tabled
 - d. **Vacancies/Business selling in the Village-**
 - e. **Landscape Committee-** Looking better. City needs to step up their cleaning maintenance.

Adjourn to Next Meeting Sept. 11, 2025, at 8:30 in the Council Chambers at City Hall.
Next Marketing/Events Meeting 8/21/25, 8:30am David Lyng Conference Room