

Board of Directors Meeting Minutes
09/11/2025

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

Communications Mgr/Ambassador: Tricia

Members Present: Jill Arthur, Ted Burke Ted Mendoza

Call to order: 8:45

1. **Introductions-** Introductions were made.
2. **Public Comment-**
3. **Approval of Minutes of 08/14/25-** Carin motioned to approve, Devon 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 is \$18,000. This doesn't include any revenue received after 8/31.
5. **Communication Manager Report-** Tricia reports that all social media is having a great growth cycle. New drone footage is a great "Hook" to spotlight business posts. FB posts are performing well with "1 photo" strategy and good engagement. Blogs launches continue. IG had 777 new followers, which is double the usual.
6. **Ambassador Report-** Carin reports that Karin is handing out Sip and Stroll Posters. Postcards are on the way. She continues to reach out to businesses for more Spotlights. Feedback on City events impacting business is not favorable to Makers Markets but favorable for music events. Also informing businesses about getting their events posted. She and Tricia will work on getting a login to post as well.
7. **Website Analysis-** Craig continues update the BIA website.
8. **Committee Reports**
 - a. **Events/Marketing Committee** -Matt updated the 2026 Events dates. The committee will be looking at sponsorships for 2026. The next Sip and Stroll is on 11/15 and Posters and Postcards are going out. Cookie Walk participants will have a list for wholesale bakery choices. KSBW is moving forward with Holiday campaign, Sierra is the Communication Liaison between BIA and OOE during rebranding.
 - b. **City/Officers Meeting** - Next meeting in October. Items for discussion are sidewalk cleaning including before and after Art and Wine. Also, pay stations are causing problems from inconsistent operation.
9. **New Business**
 - a. **Presentation to City Council** - The BIA, Chamber and VSC are to present to the City Council on 10/23. Tricia and Anthony will work together on a presentation that will show the BIA's attributes and value to the council.
 - b. **Village Banners** -Discussion with the Arts Council on a Banner program is in progress. Further discussion will be held at the Arts Council's retreat in February.
10. **Old Business**
 - a. **Village Enhancement Project-** Vicki has received a new proposal for a more artistic post for the project and will meet with committee. It is suggested that we find sponsors for funding parts of the project.
 - b. **Council Representative-** moved to City/Officers Meetings
 - c. **Emergency Communication-** Tabled
 - d. **Vacancies/Business selling in the Village-** Tabled
 - e. **Landscape Committee-** Ongoing maintenance.

Adjourn to Next Meeting Oct. 9, at 8:30 in the Community Room, City Hall.