

Board of Directors Meeting Minutes
11/13/2025

Directors Present: Amy, Anthony, Carin, Devon, Evelyn(Z), Janelle(Z), Josh(Z), Matt, Tatiana(Z), Vicki
Communications Mgr/Ambassador: Tricia(Z), Karin
Members Present: Ted Mendoza, Mary Beth Cahalan, Jesse, Bud, Andy & Sydne, Terry, Janine

Call to order: 8:55

1. **Introductions-** Introductions were made.
2. **Public Comment-** Anthony announced that the BIA Presentation to the City Council was a huge success. He also mentioned that according to VSC stats, lodging TOT for STRs was up in Capitola and lower in the rest of the County.
3. **Approval of Minutes of 10/09/25-** Carin motioned to approve, Vicki 2nd, Approved.
4. **Treasurer's Report-** Devon reports that we have received \$15,120 more in assessments in Oct. and next TOT will post at the end of the month. Janelle added that she has filed State and Federal Taxes. Vicki has been working on Past Due membership. Karin will remind the members that to be in the brochure they must be paid.
5. **Communication Manager Report-** Tricia reports that the Presentation to City Council was completed with the new branding. The new Branding will be rolling out as new marketing material are produced. Social Media numbers are down. Sip and Stroll is not a big draw for engagement and that is where the attention is. FB has 500K impressions and 200K for Instagram. Email campaigns are in progress.
6. **Ambassador Report-** Karin is working on spotlights and encouraging early holiday décor. Sip and Stroll postcards have been given out. She continues to engage businesses in upcoming Holiday Events.
7. **Website Analysis-** Craig was not present but continues to monitor and update the Website.
8. **Committee Reports**
 - a. **Events/Marketing Committee** –Matt reports that Sip and Stroll ticket sales are down. Forecasted Rain. Karin will look into Umbrellas and Ponchos. Eventbrite Promos paid.
 - i. Cookie Walk and Holiday Extravaganza will be 12/6 with Santa and continuing into the evening with Palm Tree lighting ceremony, Caroling, VW parade, Photo Booth and Hot Chocolate. Stipend for Carolers Choir Program is suggested.
 - b. **Marketing Committee** – Devon has placed KSBW advertising for the holiday season using past video for first half and new video for 2nd half after 12/6 Events. Will run through 12/27.
 - c. **City/Officers Meeting** –Free Holiday Parking for 2025 was approved. 2/23 – 3/20 Monterey Ave Trenching will commence. Removing broken pay stations, not being replaced. Pushing app.
9. **New Business- Super Bowl / World Cup-** Anthony announced VSC is pushing to get businesses involved in increasing the draw of World Cup/Super Bowl business to the County. Follow up meeting was 11/12.
10. **Old Business**
 - a. **Village Banners** - Tabled
 - b. **Village Enhancement Project-** Vicki is working on less expensive alternatives for the frames.
 - c. **Council Representative-** Tables
 - d. **Emergency Communication-** Tabled.
 - e. **Landscape Committee-** Tabled
11. **Adjourn to the Next Meeting January 15, 2025, 8:30 in the Community Room, City Hall.**