



**Boulder Creek Business Association
April Board Meeting Minutes
April 19, 2017 4:30 PM**

Board members in attendance: Justin, Chris, Doris, Nancy, Jeff, Karen, Julie & Janet

Not in attendance: Tamara

1. **Call Meeting to order** *Justin called the meeting to order at 4:40 PM*
2. **Additions to Agenda** *Discussion about meeting time for the upcoming General meeting. The business portion of the meeting will be at 5:30 and the speaker's portion of the meeting will be at 6 PM.*
3. **Approval of the minutes** *With no additions or corrections, the March 7th Board minutes were accepted as submitted.*
4. **Email Motions - none**
5. **Treasurer's report** – *sent out to the Board just prior to meeting. Board members will contact Doris if they have any questions.*

-Thomas Lindsay will be filing the BCBA taxes.

-Doris will look into the tax status of the BCBA and will contact the state for copies of the organizing documents.

-Nancy made a motion that Doris can obtain copies of the BCBA organizing documents from the state, up to \$5 per page. Seconded by Chris and approved by the Board.

-Check with Hallie about the BCPRD Foundation and how it was set up.

6. **Committee Reports**
 - (a) **Website & Facebook Update** *Julie and Nancy keeping the Website and Facebook page current*
 - (b) **Merchant of the Month / Business Spotlight**
Julie to contact Bowser Baths and write up the next Business Spotlight to be submitted to Nancy for the BCBA website.
 - (c) **Membership report**
Membership is at 70 members, so far, for 2017.
 - (d) **Light Up the Town**
Nancy is still working on some details, but tentatively the Phase III installation will be done in late May.

(e) Made in the Mountains

-Red lanterns worked well as a more economical and reusable solution to the high cost of the helium balloons.

-The use of the Fire Hall for vendors will be re-evaluated because of lack of foot traffic. The BCFD will receive \$60 in donation money for the April event.

-There is a possibility of working with the KBCZ radio station and have vendors bring radios. Then the town would have music during MinM.

-There was a discussion about how the Made in the Mountain events could help generate more business for the downtown brick and mortar businesses. The suggestion of a drawing was presented. If shoppers purchase \$50 or over from any downtown business from 3-6 during the MinM event, they could then enter a drawing for a gift certificate to be used in any current downtown BCBA member businesses.

-Justin made a motion that the BCBA approve \$100 a month for a gift certificate to be presented to the winner of the drawing and up to \$30 for print materials for the event. Seconded by Nancy and approved by the Board.

-Janet will work on the details of the drawing and Nancy will help with the design of the print materials.

-The drawing will be heavily advertised for May and will run on a month-to-month basis.

7. New Business:

(a) Spring Town Sweep

-Everything is on schedule.

-Jeff is working on the details regarding the banner and the triangle signs.

-Set up will be behind the Hardware store. At the sign-in table, volunteers will be asked if they would like to have lunch after the event.

-The BCBA will purchase pizzas from BC Pizza & Pub for lunch.

-Chris will ask Scopazzi's about the ice cream coupons.

-Volunteers will be reminded to be very careful regarding any sharp items they may come across during the town sweep.

(b) Sage fundraiser

The fundraiser for Sage will be in the afternoon of the 29th and the info will be included in the next BCBA Update to help advertise the event.

(c) Tree wells

-Chris will be getting prices for the work to be done to improve the sidewalk in front of the Liquor Store due to the root damage.

-The options of metal grates or decomposed granite in the tree wells will be researched to find the most economical, safe and aesthetically pleasing choice.

(d) Visit Boulder Creek website

-Justin has been working on the website and listings will be available for current BCBA members. This website will be linked to the Visit Santa Cruz website.

(e) July 4th parade

-Nancy is on track with the permitting for the parade and is working with Ann Marie for help with the details.

(f) Decision on Santa Comes to Town

Postponed to next month.

9. **Next Board Meeting** *May 17th at 4:30 PM BC Pizza & Pub*
10. **Next General Meeting** *May 3rd at IOOF 5:30 PM business meeting
6:00 PM Speakers - possibly including Shelby Clark, Michele Estrin-Gelblum & Sgt. Brian Cleveland*
11. **Next Mixer TBD** *Janet will be making arrangements.*
12. **Adjournment** *The meeting was adjourned at 6:15 PM*

Respectfully submitted by Janet Coit, BCBA Secretary

Our Mission Statement: The purpose of the BCBA is to maintain a healthy economic and cultural environment in this small mountain town, by promoting a cohesive bond between the various organizations representing the valley population and business, with a positive sense of community while respecting and embracing the diversity of each individual.