



Boulder Creek Business Association
Board Meeting Agenda & Minutes

August 17th, 2016 12:00 BC Pizza & Pub

Board members in attendance: Justin, Nancy, Tamara, Doris, Ann Marie, Chris and Janet by Face Time
Board members not in attendance: Abby and Jeff

1. **Call Meeting to order** *Justin began the meeting at 12:10 PM*
2. **Additions to the Agenda** *Small Business Saturday, November 26th*
3. **Approval of the Board Meeting minutes from 7-27-2016**
-With no further additions or corrections, the minutes were approved as submitted.
-Nancy will assist with the role of secretary for the meeting.
4. **Email Motions**
-On August 12, 2016, Nancy sent the following email to the Board. Please let me know if you support letting BCFD get their Phase 3 lights now (they will pay) and we/BCBA will reimburse BCFD once we are ready to move forward with the rest of Phase 3. Approved by Janet, Doris, Jeff, Justin and Tamara. Motion passed with majority of the Board approval.

5. **Treasurer's report**

Checking	\$23,204.58	3 CD's \$ 9801.62
Can-Paign	6,341.45	
Savings	3399.49	
PayPal	50.00	
	<u>32,995.52</u>	

- After a discussion, Ann Marie will request Tonya to provide a detailed Profit and Loss report, Balance Sheet and monthly checks written report.*
- Check requests should be sent to the Treasurer.*
- There was a discussion regarding an online QuickBooks that would allow for Board members access for viewing. Doris will do further research.*
- Janet will email Boulder Creek First Friday leadership regarding the 2- month Good Times advertising that was deferred at their request, for a final confirmation.*

6. **Committee Reports**

(a) Website & Facebook Update

Report deferred

(b) Merchant of the Month

August Merchant of the Month – Ronnie's Meat Market

Agz Ragz and Air and Fire will be upcoming Merchants of the Month

(c) Membership report

2016 memberships continue to be received. Total membership is near 90 members.

Doris will coordinate with Eric Hammer to get his 2016 membership renewal.

(d) National Night Out

- Successful event with approx. 220 people served food this year.
- Nancy to thank IOOF for the use of the tables and chairs, other thank you's had already been sent.
- Justin will contact the bike recipient's family for a picture.
- Tamara reported that the addition of activity tables made a significant difference in managing wait times for the bounce house. If the line began to get too long she was able to divert kids to the activity tables so their wait for the bounce house wasn't too long.
- All costs for the 2016 event will be tallied for calculating the budget for 2017 NNO
- Contact local merchants about donating items or providing a quote so that BCBA can strive for more local purchases (in lieu of going to Costco) of items needed for the event - 45 days prior to the event next year.

(e) Made in the Mountains

- 14 downtown businesses and 21 artists participating
- Town sign was posted to promote the Made in the Mountains event. The BCBA will cover the \$20 fee paid to the sign changer.
- Justin requested that all board members help publicize the event by way of social media channels

(f) Light Up the Town

- Phase II is completed and looks great but there is a minor problem with the lights on the Taqueria and Nancy will contact Jeff Sheets to have it corrected.
- Nancy will follow up on the BCFD light installation and collect the bills for installation. Per the motion, the BCBA will allow the BCFD to pay for early installation of lights and then reimburse the BCFD when the BCBA has sufficient funds in the CanPaign fund.

(g) Historic sign / walking tour

- Tamara brought a sample sign to show an engraved product that would be less expensive than a traditional historic sign. Tamara will conduct research to determine if anyone local has an engraving machine.
- Tamara will talk to Joe Maggio about sign ideas, materials, and fabrication, and will talk with Lisa Robinson regarding text for the buildings.

7. New Business

a) Iverson Design to update BCBA website WordPress

- Justin made a motion that the BCBA will spend up to \$ 200 to have Iverson Design update the BCBA website. Tamara seconded. The motion passed with a majority board approval.
- Nancy and Abby will coordinate with Iverson Design to get the WordPress version updated and to add a security package to the website

b) Upcoming event planning: Downtown Trick or Treat and Santa Comes to Town

- Downtown Trick or Treat- Chris will coordinate volunteer help for crossing guards
- Santa Comes to Town- Abby will be contacted about coordinating this event.
 - The carriage ride will need to be booked for the event very soon.

d) Town plan archway

- Nancy will contact James McKessey of lille aeske who does this type of work and request a ball park price estimate so the board can consider whether this is a project we can take on.

e) Small Business Saturday November 26th

-Justin attended the Santa Cruz Economic Development meeting about SBS to have a "buzz" in each community.

-Santa Cruz Economic Development will host a Facebook training session to help merchants publicize their SBS participation

-Several ideas were discussed to increase foot traffic in town including having a "passport" marked for shoppers who purchase at least \$20 from 3 businesses would be entered in a raffle to receive Boulder Bucks to use in town. BCBA needs to plan our event early so we can report our concept/plans to the Santa Cruz Economic Development office

8. Next Board Meeting September 21st at 12:00 pm BC Pizza & Pub

9. Next General Meeting September 7th at 6:00 pm IOOF Bruce McPherson's office ½ cent sales tax

10. Adjournment *The meeting ended at 1:45 PM*

Respectfully submitted by Janet Coit and Nancy Currier

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.