

Board Meeting Minutes
Boulder Creek Business Association
Boulder Creek Pizza & Pub
Friday, April 20, 2012
12:00pm

Board Members:

Officers: President – Eric Hammer, *Vice President* - Chris Currier, *Treasurer* – Carolyn Sanborn,
Directors: Tamara O'Kelly, Karen Mayer, Hallie Green, Ann Marie Conrad

Quorum Present: yes

Others Present:

Absent: Secretary - Tonya Silvestri, Lindsay Scarborough

Proceedings:

1. *Meeting called to order* at 12:05 pm. by Eric, welcomed all
2. *Meeting Minutes:* Minutes of Board Meeting March 16, 2012 were approved by Karen, Seconded by Chris, all accepted: those not present abstained.
3. *President's Report:* Eric indicated he, Tamara & Lindsay sat down to discuss strategic planning & marketing, reviewing the history & determining the future direction. Lindsay recruited a strategic marketing consultant to assist the committee in this process working pro bono. They are looking for past data stored on a hard drive @ Sincerely Yours. Karen suggested they contact Renee Sindt @ 338-6149 to determine which PC past BCBA info is stored on. They plan to meet again next month.
4. *Treasurer's report:*
bank balance \$12,459.49 with \$2,100 still to be collected from Morgan & Lindsay Scarborough from dinner auction and credit card contributions from auction still outstanding – so, potential to increase by about \$4,000
CANpaign Savings \$3,892.01 (Tonya indicated \$1,250 in total deposited from Auction – Carolyn could not confirm as credit cards still have CANpaign donations on them)

Pending payment: BCBA insurance due in May, Sunderland take xmas lights down
** Still need budgets from event chairs requested by next meeting, MAY 18th
Motion to approve by Chris, second Eric, all approved
5. *CANpaign:* Karen said graphics are being redesigned by Zephyr w/year-round appearance & when completed, we'll collect cans & update for re-distribution, at which time we'll re-launch the advertising campaign with the press to include requesting solar proposals from local contractors. Eric suggested we create a timeline w/action items to include submitting propositions to bldg landlords for contributions when complete. Chris suggested Cabrillo students working on solar projects of which Ebin is one. Tamara & Karen will work together to identify LED lighting contractors & start gathering information.
6. *Town Beautification:* May 5th, local businesses will meet behind BC Hardware @ 7:00 to pickup tools, etc.. & have been asked to clean up their own storefronts & spread out about town to focus on their own areas of interest where clean up is needed. Doug & Ann Marie have ordered a 5 gal Pistache tree to plant in front of Taqueria los Amigos in honor of Cinco de Mayo. Tamara said local neighbors have requested NO BLOWERS until after 8:00am (really?). Expenses incurred by BC Hardware will be billed to BCBA account.
NOTE: Green waste collects trash 2x's a week paid for by CalTrans, not the BCBA.

7. *Merchant Committee* review from Apr. 18th meeting discussed specifics of Mother's Day Shop Hop on May 13th. Karen made a motion to support Chris Flynn & advertising costs not to exceed \$150, Carolyn 2nd.

Hallie volunteered to coordinate an all event on-line calendar to incorporate SLV museum, BCRPD, SLV Chamber & BCBA/Merchant events so the "on the streets in BC" idea is accessible on the net
Jim Coffis from SLV news network discussed advertising online at Apr 18th meeting.
OddFellows bldg where BC Feed was is now vacant & ready for lease = \$2,250 for entire bldg. Renee w/Once, Twice, Sold proposed idea to secure space w/antiques & flea market idea presented to OddFellows for consideration.

8. *4th of July parade* update presented by Ann Marie said parade permit is in process but she still needs insurance information for the state & will confirm with Carolyn who has master insurance book. Mark Stones office said they need proclamation for county approval & cannot find in their records – Eric will assist as knows documents exist, stating parade has been in existence over 40 years, lasts from 10am-12pm, etc...

Doug Conrad will MC this year, need 4-5 judges. Ann Marie will check with Sheila Delany & Kim Stacey who have been past judges.

Entry Forms should be available in press release to ValleyPress & BCBulletin.

Eric will coordinate volunteers to setup barricades & buy pancake breakfasts for volunteers, closing Johnny's Market parking lot the night before.

Need to call Felton Bus.Assoc & Fire Dept to borrow barricades/signs. Other signs at Wayne's ofc. Will coordinate route with Wayne & solicit help from past volunteers.

9. *Website*: Tamara emailed specifications to Tonya 2/29, identifying "wish list" of functions desired on new website to present to potential web designers & begin proposal process. After last months BCBA mtg in which Tamara was absent, the board agreed that they need to refine the request so that our concept (vision) is precisely defined & contractors are bidding apples/apples. Tamara will reconnect with Tonya.

Karen forwarded Zephyr Pfothenhauer's <zephyrpfo@gmail.com> <http://www.z2abc.com/> to Tamara so she can be included as design applicant.

Karen motioned we grant Zephyr a "complimentary" BCBA membership & massage for all of her FREE contributions to the CANpaign graphic design. Karen will provide the massage at a discounted rate of \$45 billed back to the BCBA. Chris 2nd motion, all approved.

10. *Golf tournament*: 1st mailer will go out mid May to golfers, 2nd to contributors for donations thereafter. Tournament JULY 20th.

11. *Announcements*: Karen asked about the community bulletin board & found Chris' grandson has been updating it since Carolyn's husband Jim has been absent. Karen offered her husband Dennis' support in the future for consistency to streamline the process if help is needed to avoid confusion during periods of absence.

***** REMEMBER TO GET YOUR EVENT BUDGETS TOGETHER FOR OUR NEXT MTG 5/18 *****

NEXT Board Meeting: MAY 18th (then June 15, July 20, Aug 17, Sept 21, Oct 19, Nov 16, Dec 21) 3rd FRIDAY
PLEASE CALENDAR & PLAN TO ATTEND

GENERAL Meeting scheduled JUNE 13th; 6:00 at Liberty Bank. Will need to update website.

Meeting adjourned @ 1:12pm. Motion by Eric, 2nd by Chris, all accepted.

Meeting minutes presented by Karen Mayer in absence of Tonya Silvestri, Secretary