

Board Meeting Minutes
Boulder Creek Business Association
Boulder Creek Pizza & Pub
Friday, May 18, 2012
12:00pm

Board Members:

Officers: President – Eric Hammer, *Vice President* - Chris Currier, *Treasurer* – Carolyn Sanborn,

Directors: Karen Mayer, Hallie Green, Ann Marie Conrad, Lindsay Scarborough

Quorum Present: yes

Others Present: Zephyr Pfothenaur

Absent: Secretary - Tonya Silvestri, Tamara O'Kelly

Proceedings:

1. *Meeting called to order* at 12:10 pm. by Eric, welcomed all
2. *Meeting Minutes:* Minutes of Board Meeting April 20, 2012 were approved by Carolyn, Seconded by Chris, all accepted: those not present abstained.
3. *President's Report:* Eric stated a 2nd meeting was held to discuss the marketing component of the BCBA's strategic plan. They discussed bringing in Wayne Williams & Linda Phillips to discuss the history of town & are looking to create a 3 & 5 year future strategic plan.

4. *Strategic Plan:* Lindsay talked about creating a social place online to promote the BCBA. What is the bus.assoc. all about? What's our purpose? What's feasible/measurable? Creating an archive for lessons learned on past mistakes, post the by-laws, access the marquee to see who's booked it/when it's available, etc... Identify strategic partnerships = Merchants committee, Park & Rec, SLV chamber, etc... How to get people involved? Demographics? Mailer or community service outreach with potential handout at pancake breakfast, 4th of July parade, functions in the junction, Lumberjack Days..

Action Item (AI) – ALL - create survey w/3-5 questions for handout on July 4th to see what's important to our community & what they'd like to see in BC

5. *Treasurer's report:*
bank balance \$11,349.59 & still have not input outstanding credit card balances from the March auction – so, potential to increase by about \$4,000. Carolyn will call donators to inform them of the late entry so they can expect to see the charges on current statements. Suggestion was made to get a "square" adjunct which plugs into a smart phone to transmit credit card transactions. Apparently the bank is securing a new credit card machine.
CANpaign Savings \$4,109.09

Pending payment: **Sunderland to take xmas lights down (or find another contractor)**
Motion to approve by Chris, second Eric, all approved in meeting April 20th.

6. *CANpaign:* Can graphics were redesigned by Zephyr w/year-round appearance. Karen revamped & redistributed the cans w/latest version & updated flier to all merchants & community bulletin boards. Karen is in the process of writing press releases to PB & BC Bulletin. Karen called Cabrillo & LM for energy dept with no response to date, looking for students to do solar project. Ebin is NOT a candidate as initially thought. Tamara & Karen will work together to identify LED lighting contractors & start gathering information.

7. *Town Beautification:* May 5th saw merchants cleaning up their own parcels & local areas, but a "volunteer day" for town improvements was not advertised or supported so fell short of last years efforts do to coordinator time constraints. Doug & Ann Marie planted a new Chinese Pistache in front of the Taqueria & found room for 4 more trees to be planted, replacing dead trees. Karen made the motion for 4 new trees not to exceed \$160. All agreed. **TO BE PLANTED IN THE FALL.**

AI- Ann Marie will talk to the Brewery to see if they want a new tree.

8. *Merchant Committee* had a successful Mothers Day SHOP HOP but need advance advertising next year to get the word out. Chris Flynn owes \$37.50 to BCBA for ½ of bulletin board. June 20th is the next meeting.

9. *4th of July parade :* Ann Marie confirmed the check has been mailed, permits are in place, signs have been confirmed with Felton Fire Dept & after the 22nd will have the plans.

- Emily Cress from Johnny's Mkt will be Grand Marshall.
- Entry forms can be picked up & turned into Sincerely Yours, BC Rec & BC Hardware. \$20 entry with entrants turned in by end of June. Deadline = 7/2 w/\$30 late fee
- BCBA sign week of 6/25 will announce parade, breakfast, town events.
- Will create joint press release in SJ Mercury & SC Sentinel, a collaborative effort w/BCRPD & Fire Dept. to profile town activities
- Ann Marie suggested we need new signs as currently loaned from Felton Bus.Assoc. - \$445 budget approved Chris, Karen 2nd (22 paid entrants will cover sign costs)
- Barricades p/u Felton Fire on July 3rd, NO PARKING signs placed 2 days before parade
- NEED VOLUNTEERS for setup / barricade removal

AI- Ann Marie & Hallie: Create press release for distribution

10. *Website:* Zephyr Pfothenauer zephyrpfo@gmail.com was present to provide prototype of potential website design, wanting clean vs. flashy, with internal news, community events, "likes", linked sites, business based w/social aspects & easy login for updates. Stated the importance of a Blog. Total estimate to build = \$1,500 Hosting & domain = \$100 Blogging = \$20hr 4 times a month \$50hr maintenance.

Ann Marie made motion to approve Zephyr's design/contract, Hallie 2nd. All agreed.

- Eric requested an annual flat fee for Zephyr to support the website.

11. *Golf tournament:* Chris said 1st mailer went out to golfers, 2nd scheduled to go out to contributors soon. Tournament JULY 20th. NEED VOLUNTEERS to contact contributors for donations. Joint effort with the Fire Dept.

12. *Halloween:* \$250 insurance. Hallie talked about creating an ad in the BCElementary digital news letter to announce the BCRPD Haunted House from 6-8 with Thriller performance @ 7:30 so more people can participate after trick-or-treating. Catwalk from 5-7. Karen will solicit volunteers from Valley Women's Club & traffic patrol w/Chris Currier.

13. *Black Friday/Christmas:* Karen provided budget of \$2,950 was provided by ran out of time to review.

11. *Announcements:* Lindsay will be vacating her position on the board immediately as she's moving to Monterey to open a new Scarborough Lumber in Carmel. Morgan will step in to help w/holiday as needed.

LumberJack Days are July 7th & 8th.

Wayne's wife Mary passed away week prior to May 18th. Chris had card for all to sign.

NEXT Board Meeting: JUNE 15th (then 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. CANCELLED?????

Meeting adjourned @ 1:10pm. Motion by Eric, 2nd by Chris, all accepted.

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