

Board Meeting Minutes
Boulder Creek Business Association

Boulder Creek Pizza and Pub

February 15th 2013, 12pm

Board Members Present:

Officers: Eric Hammer, President
 Hallie Greene, Vice President
 Abby Rohrbough, Treasurer
 Zephyr Pfothenauer, Secretary

Directors: Ebin Warner
 Tamara O'Kelley
 Chris Currier
 Ann Marie Conrad
 Justin Acton

Others: Nancy Currier

1. Meeting called to order at 12pm by Eric.

2. Action Item: Approve minutes of Board meeting January 7, 2013

Submitted by Tonya Silvestri. Motion to approve by Eric, seconded by Hallie.
All in favor.

3. President's Report:

New 5th District Supervisor Bruce McPherson will be present and answering questions of the community at a town meeting to be held at BC Elementary on February 26th at 7pm. Meeting will include discussion of the town plan and its implementation, including setting project specific tasks based on the current plan. The current plan can be seen at the webpage of the 5th district and all are encouraged to review it before the meeting. Attendance at the meeting is critical to ensure that Boulder Creek's interests are addressed by McPherson and county officials.

The lighting plan is discussed, noting the difference between the streetlight implementation plan (through county) and the Light Up the Town "CANpaign," (to put festive lights on downtown buildings year round). We will follow up with Margaret Bruce to look at solar mosaic systems, etc, perhaps through a sub-committee.

Work on the strategic plan for Boulder Creek will continue.

4. Treasurer's Report:

Checking account balance: \$14771.01

CANpaign account balance: \$5316.10

Motion to approve by Abby, seconded by Justin, all approved.

5. Installation Dinner, as reported by Chris:

While there are 40-45 definite people on the list, many more are expected and needed to make the event a success. Scopazzi's needs an updated headcount by the Wednesday before the event. All are encouraged to invite and secure as many attendees as possible. Call for volunteers for setup and during the event.

6. Membership Drive, as reported by Eric:

Eric and Hallie will make phone calls to invite new members or encourage lapsed members to renew. Paid membership count is about 40+ with a total of \$2430.

Abby agrees to help with Thank You letters following the Installation Dinner.

7. Website, as reported by Tamara:

Great feedback reported on the website. Discussion of how we will manage the updates. Zephyr agrees to create a proposal outlining maintenance of the website that falls beyond her secretarial duties.

Ann Marie suggests that the extra fee for having ones' logo on the website be a onetime rather than yearly fee. Other suggestions include having a tiered membership system for next year's membership drive: gold level, silver level, etc.

Zephyr will install a counter to the site and report back on website hits.

A 'Member of the Month' committee is formed of Zephyr, Tamara and Ann Marie to decide how and when to update that area of the site.

8. Golf Tournament, as reported by Chris:

Tabled.

9. 4th of July Parade:

Ann Marie will head the committee with help from Tamara and Justin.

10. 2013 Budget, as reported by Eric:

In order to stay solvent the board needs to raise \$10,000-11,000 each year. The 2013 draft budget calls for small increases from each revenue source. The board agrees to look over the proposed budget before the next meeting.

Extra Credit: Goals:

As this is the first meeting of the new board, each member takes a moment to report their goals for the BCBA:

Chris:

Happy about the new blood joining the board. Feeling ambivalent about holding the golf tournament this year as it is a lot of work but would like to wait until after the Installation Dinner to make a decision.

Tamara:

Wants to see the town plan implemented! Loves old fashioned 'main street' downtown areas and would like to see that in Boulder Creek.

Hallie:

Town beautification, especially continuing to figure out how to solve the trash can problem.

Justin:

Excited to get involved and to start talking to people around town about what new things can be done.

Abby:

Wants to organize the first Boulder Creek marathon... a la 'Race Through the Redwoods.'

Ann Marie:

Town beautification. Getting the community involved, not just businesses. Bring the bylaws up to date.

Ebin:

Address town plan and beautification, including the potential of creating a municipality. How to modernize the town without changing the atmosphere. Make BC more foot-friendly, how to slow down thru-traffic so that people get out of their cars.

Zephyr:

Also beautification, how to make downtown more inviting to visitors and locals alike, esp. families. Outdoor dining!

Announcements:

Eric would like to hold a longer team-building type meeting in lieu of a typical board meeting next month.

Regular meeting times:

General Meetings: every other 1st Wednesday @ 6pm at the Rec Center

Board Meetings: every 3rd Friday @ 12:15pm at Boulder Creek Pizza and Pub