



Boulder Creek Business Association
General Meeting Minutes

November 2nd, 2016 6:00 PM

IOOF

Board members in attendance: Justin, Chris, Nancy, Janet, Tamara, Abby, Jeff, and Ann Marie
Not in attendance: Doris

1. **Call Meeting to order** *Justin called the meeting to order at 6:02 PM*
2. **Introductions** *In addition to the Board: Andrea Staples, Doug Conrad and Bryce Root*
3. **Additions to Agenda** *None*
4. **Approval of the minutes from General Meeting of 9-7-16 posted on BCBA website**
With no additions or corrections, the minutes were approved as submitted.

5. **Treasurer's report**

<i>Checking</i>	<i>\$21,455.84</i>	<i>CD's</i>	<i>9,810.45</i>
<i>Canpaign</i>	<i>\$1,841.35</i>		
<i>Savings</i>	<i>\$3,159.08</i>	<i>Total:</i>	<i>\$36,316.72</i>
<i>PayPal</i>	<i>\$50.00</i>		
	<i>\$26,506.27</i>		

6. **Membership Report**

Membership is very close to 100 members for 2016.

7. **Merchant of the Month**

November Merchant of the Month is the Boulder Creek Drug Store and it will be posted soon.

8. **Santa Comes to Town**

Abby reported that the plans are coming together. Hallie is off until November 7th and then they will firm up the coordination between the BCBA and BCRD components of Santa Comes to Town. Nancy will work with Abby for an agenda for the evening.

- Event runs from 5-8 PM*
- Carriage rides from 5-8PM Abby will have Boy Scouts decorate the carriage at 4.*
- Down payment check to Randy Clayton for the carriage rides, will be sent by Ann Marie.*
- Need to find out if he will have horse manure bags for the event.*
- Chris will provide traffic control for carriage rides with Russ & Ward.*
- Santa arrives at 6PM Abby to arrange for fire engine to bring Santa and to take to Rec. Dept.*
- Friday Santa is "Santa Bro" Santa to read a short speech and maybe lead a song and/or read "Twas the Night Before Christmas"*
- Tree lighting at 6 PM*
- Ann Marie has stage and snow machine arranged.*
- Abby to ask Joe if he could provide the sound system for the event.*
- Justin will look at the condition of the candy canes donated by the Museum to see if useable*
- Ann Marie will coordinate the music for the event and will contact Julia Horner*
- Abby will check with Lisa Maggio about the Redwood Choir*
- Abby to post on Nextdoor for volunteer carolers*
- Stage to be decorated with wrapped packages.*

-Bryce representing Slingshot who is helping with the County wide Shop Small campaign had some great ideas that may be used this year or in future years.

-Decorate stage with tissue filled shopping bags with logos from businesses as well as the wrapped packages

-Have kids or businesses handing out candy canes with coupon offers attached for their business as a "bounceback" to have shoppers return to their store.

-Have businesses had out "random acts of kindness" gift certificates to random customers

-Activity- lots of wrapped boxes with a few containing gift cards and have a raffle drawing to select contestants to find the gift cards.

9. Small Business Saturday

-Bryce Root representing Slingshot encouraged all businesses to participate in the Small Business Saturday promotions.

<http://www.slingshottosuccess.com/> Click on the Small Business Saturday tool kit and follow the 4 steps to Small Business Saturday.

Boulder Creek events for Saturday, November 26th

-Individual stores will provide their own promotions

-Santa will return to Boulder Creek from 1-4 for pictures in the downtown

-Boulder Bucks with gift certificates awarded

-Send info out to BCBA email list for slingshot website

-Greg will be Santa at Agz Ragz garden from 1-4 PM, with a break. Tamara will be an elf to help with photos. Need to have an alternate site if rainy weather.

-Ann Marie will contact all downtown businesses to explain the Boulder Bucks and also ask about providing some sort of bag or logo on printed sheet for the stage decorations.

-Nancy to work with Ann Marie on the Boulder Bucks paperwork.

-Shoppers must purchase \$50 at Boulder Creek participating stores per entry

-Drop off completed entries at BC Pizza & Pub or Hardware store on Saturday, November 26th

-Drawing will be at noon on the 27th at the Hardware store. Do not need to be present to win.

-Prizes are \$75, \$50, \$25 gift certificates to be used in any participating business.

-Previous approved motion: \$150 for Boulder Bucks drawing, \$40 for printing/advertising, \$25 for gift wrap for stage

10. Window display contest idea

-To give businesses extra time, the window display contest will be on Saturday, December 17th, the same day as Made in the Mountains. This will be discussed further at the November Board meeting.

11. Next Board Meeting November 16st, 12:00 PM BC Pizza & Pub

12. Next Mixer: December 7th, 2016 Hosted by: lille aeske and Viscosity

13. Next General Meeting January 4th, 2017 6:00 PM IOOF

14. Adjournment Justin adjourned the meeting at 7:07 PM

Respectfully submitted by Janet Coit, BCBA Secretary