

General Meeting Agenda
Boulder Creek Business Association

BC Rec Center Annex

August 6th 2013, 6pm

1. Welcome

Board members present: Ebin, Justin, Abby, Eric, Tamara, Zephyr

2. Introductions

3. Additions to the Agenda

4. President's Report

5. Christmas Tree Lighting Plan

Eric reports: The tree was moved for several different reasons: It centralizes the Black Friday event which is tasked with promoting business in the downtown corridor. We have put together a list of entertainment with the idea of bringing the town together – events happening behind hardware store (booths, boy scouts, etc) – to get people into town and then spread them out. Music on either end of town, sleigh ride leaving center of town, Santa moving from merchant to merchant to rotate business perks.

There are problematic issues around the tree: mother nature – winds have exceeded 80 mph, stringing the tree was difficult w high winds. Switched to LED lighting last year, since then we have had presentations from 2 different vendors on potential lighting plans. We understand that this is a hot issue – we all want it to look right and be right. Installation dinner has a yearly “fund in need” during the auction – this year's fund was for Christmas tree lights,

the proceeds from which Chris Currier agreed to double. We now have \$2300 in budget to purchase new lights for tree. Ongoing expense is getting lights strung = \$500 – used to be donated but got more complicated. Intent is to reuse the lights year to year as much as possible. Electricity is much less with LED's – \$80-\$120 compared to \$800. Strands of lights come in certain lengths, problems with wind pulling on connectors so that the tension won't cause arcing or fire problems.

Our intentions are to do something good for the town, to promote businesses, not to create an eyesore. We can't always please everyone but we can try...

Jeri/Dawn: brought photo. Wants to know what has to be done to get the tree back near the end of town – emotional connection to previous location.

Suggested fundraiser – there is desire to contribute to costs if that is the issue. Talked to new owner of rainbow's end who has no problem w people getting on roof.

What would be the expense of having 2 trees? Or not lighting a tree all the way to the bottom?

The board will discuss this at the next board meeting. Two trees is an option but we are trying to light up the whole town, year round – we have put about 3 years of research and work into this. There have been misconceptions and miscommunications about town lighting v tree lighting. Making a fundraiser for another tree would draw attention from Campaign. Street lighting is happening too. How do we institute a plan that is transparent and clear and doesn't undermine the work we've done? If our membership comes and

demands or suggests that we go in a different direction, then we need to change direction. Important to keep the big picture in mind – making sure everyone is on the same page regarding the town plan.

The previous board inherited huge deficit including tree. Shoddy lights, etc. Board searched for new locations and made a big investment into the tree where it is now. Now we need to recoup and not lose total investment. Karen was in charge for 2 years – how about this group of people takes it over? Had huge deficit – pulled ourselves out – have reserves – need to be very careful how we spend our money.

6. Treasurer's Report

\$7220.64 checking

\$13004.06 money mkt

\$6340.90 CANpaign

7. Town Plan Update

Update from trash mtg. Present cans can disintegrate into useful gravel!

Historic trash cans will be coming... someday.

We are following up w McPherson's office to determine next steps.

PG&E walk was successful – Bruce, public works, pg&e, no Caltrans. Walked pole to pole discussing issues w each site. Looking at options now and costs associated with changes, but w/out Caltrans approval nothing can move ahead. PG&E will look into cost of adding lights. PG& E provides funds, county says yay or nay, Caltrans is overlord. Need to keep on all players to follow town plan. Trying to push aesthetic and safety issues to fore.

Follow up: Justin to ask McPherson what the next step is. Corridor caravan is happening September 20th, 8:30 am at Safeway in Felton.

8. Announcements & Adjourn 7pm