



Boulder Creek Business Association

Board Meeting Agenda

July 16, 2014, 12:00pm

1. Call Meeting to order 1 min
2. Introductions 1 min
3. Additions to Agenda 2 min
4. Approval of the minutes 2 min
5. Correspondence (Email Motions) 3 min
6. Treasurer's Report 5 min
7. Website Update 5 min

8. Chairs:
 - a. Fourth of July Parade - Ann Marie 5 min
 - b. Membership Report – Abby 5 min

9. Old Business
 - a. Quickbooks online 2 min
 - b. SCC Economic Vitality Study 5 min
 - c. Recycle Lids 2 min
 - d. Parking 7 min

10. New Business:
 - a. National Night Out August 5th 10 min
 - b. Harvest Festival 7 min
 - c. Art & Wine Festival 7 min
 - d. CVC 10 min
 - e. New Webpage “Day in Boulder Creek” 10 min
 - f.

11. Next Board Meeting August 20th, 12:00pm
12. Adjournment

Our Mission Statement:

The purpose of the BCBA is to maintain a healthy economic and cultural environment in this small mountain town, by promoting a cohesive bond between the various organizations representing the valley population and business, with a positive sense of community while respecting and embracing the diversity of each individual.



Boulder Creek Business Association

Board Meeting Minutes

July 16, 2014

1. Call Meeting to order 12:03pm by Justin
2. In Attendance: Abby, Ann Marie, Chris (popped in), Eric, Hallie, Joe, Justin, Sher & Tamara.
3. Additions to Agenda – none
4. Approval of the minutes – wait
5. Correspondence: Justin Email motions need to go into Board Minutes, Eric Seconds
6. Treasurer's Report
 - Checking \$8,431.88 Money Market (Bus Savings) \$6,521.97 CanPaign(Savings) \$6,856.76, 6952 CD \$32500.00 (9.16.14 Maturity) & 6958 CD \$3,250.00 (12.29.14 Maturity)
7. Website Update: Board of Directors, Members and Merchant of the Month has been updated.
8. Chairs:
 - A. Fourth of July Parade—Ann Marie—Our income from event was \$480-. Most expenses are covered by this. Suggestions for next year: Placement of another helper/CHP/Sherriff or sign to direct parking and the traffic created at Oak & 236 and Pine & 236. The Registration Handout should reflect the "Route Out". CHP is also needed at the Firehouse (as it was this year). Next year perhaps there is income to be made by selling water at Registration or finding a parking lot to rent. There are bills submitted to repay BC Hardware and Sincerely Yours \$77.97 & \$75.92 respectively for supplies for Parade. Need Motorcycles and Trucks as category for next year.
 - B. Membership Report: - Abby -No new to report. Option to pay via paypal on website will be made available on the website, with also the option to submit by mail.
9. Old Business:
 - A. Quick Books online—tabled
 - B. SCC Economic Vitality Study— The BCBA did a lot to help make this happen. We should create one last word "A Humble Brag" and submit it to Press Banner for the Opinion section. There is a public hearing August 15th. For our August 20th— we should invite someone from Bruce's office to attend our Board meeting. We can a lot 30 minutes to talk with them
 - C. Recycle Lids—Ann Marie—no new news
 - D. CVC—Justin—Parking discussed during Town Plan Meeting focused a lot on Pedestrian Safety with getting the some of the street corners to get red stripped. Ther Parking plan with okay from. Sgt Habernal, is to put up signs on Lorenzo and rear of Johnnie's and near Scopaazzi's for "No Parking Overnight between 12pm—6am". We have okay from surrounding affected properties, Currier, Johnnie's & Scopazzi's. Also on topic should be
10. New Business:
 - A. National Night Out August 5th, 5pm—8pm. Need volunteers—Fire Department and others. Help with BBQ and cleanup. Barricades with signs that say Event should be out between 4pm & 9pm. SCC Economic Vitality Study – Justin recommends we read the EVS report and create a united front on our issues.
 - B. Harvest Festival is Saturday, September 27th. 11-6:30pm. There will e only 1 music stage. Possible composting, and other vendors, Hallie provides handout. It is suggested that we come up with some sort of "Business Cards" for the BCBA. Should we try and raise money at this event for the BCBA. Raffle something?
 - C. Labor Day Festival: August 30th & August 31st, this is a non-BCBA event,
 - D. CVC meeting—Justin—Gary Green in discussion: They are trying to market visitors to come to county. Local government funding comes from TMD Tax that is collected in Hotels. Current efforts focus on Santa Cruz. CVC is responsible for promoting our area. Focus "Eat—Stay— Shop" is a webpage tab at the CVC's webpage. \$250/annual fee will provide a link to promote a "Weekend in Boulder Creek". We can market ourselves with our own efforts and our own page.
 - E. New Webpage on our site "Day in boulder Creek" - Make available the "Walking tour" Also a "Goals" on the webpage.
11. Next Board Meeting is August 20th at 12:00pm
12. Adjournment: Ann Marie's motions that we adjourn 1:40, Tamara seconds.