



Boulder Creek Business Association

Board Meeting Minutes

January 13th, 2025 5:30PM

<https://us02web.zoom.us/j/88524358478?pwd=bHlvNFhqMS82MXZ5WXJmNmNlFN3Z4Zz09>

In attendance: Kim, Tamara, Dawn, Courtney, Karen, Robin, Shannon, Christina, Olivia
Not in attendance:

1. Call Meeting to order: 5:36pm
2. Oath of Office: skipped for next month.
3. Additions to Agenda
 - a) N/a
4. Approval of the Board minutes from December: approved
5. Bylaws: Schedule a separate meeting to go over them in detail, make adjustments
 - a) January 27th at 5:30pm
6. Email Motions
 - a) None
7. Committee Reports
 - a) Treasurer Update
 - a) We made money from the Winter Festival, but not as much in the previous year. We split that 50/50 with the BCRPD.
 - b) We made our final payment to Yanni for replacing the building lights (total was about \$4700).
 - c) Other small things coming in- donations to Albert fundraiser, a few memberships.
 - d) Karen will send out details as to how much we've gotten for the Albert donations, and from the previous years special funds for holiday lights.
 - b) Membership report
 - a) Memberships coming in- a new pilates studio in town (sponsor), an individual membership also.
 - b) Board members need to be active members- most of us need to renew this month.
 - c) Other non-event updates (website, social media, Light up the Town, tree wells)
 - a) We have a website team, but the work still falls to Karen. We need to try to divvy it up but it's hard to delegate.
 - a) Tamara suggests one person to focus on the community calendar, one person on our events, etc.
 - b) Dawn and Courtney had issues accessing Wix, so Karen will work on that, and then the 3 of them will meet with Kim to discuss website work.
 - b) Town tree: it's really expensive to light the tree (from replacing lights, getting a climber up there, the actual electrical cost, etc).
 - a) Tamara is working with PGE to get approval for attaching pole banner brackets to the poles in town.
 - b) Karen will send her the budget, and Tamara will start working on sourcing holiday decor items for town.
 - c) Robin will call Joe Sunderland about putting a shipping container for storage on his lot.

8. Event Committees Reports:

a) Auction March 8th

- a) Donation updates: where are people on their call lists?
 - a) Karen's suggestion- suggest companies can be a sponsor. Their logo goes on the auction website and in emails and advertising.
- b) Donors can drop off items during business hours at the Treehouse Cafe, and then Robin will bring the items back to her house for storage. Karen will photograph items at Robin's house.
- c) Menu is confirmed. Alexis Party Rentals order is confirmed. A few guest speakers are confirmed.
- d) Dawn, Courtney and Olivia are working on the bar. They will connect with Karen for numbers from last year.
- e) Flyers are ready- we're going to print them and distribute them in early Feb.
- f) Music: Karen is working on music. We have Tuck Wilson booked for the beginning and she's reaching out to local bands. Tamara is going to contact the band from the 2022 auction and report back.
- g) Do we want a shuttle service?
 - a) Santa Cruz Shuttle: \$825 per van for the event (they recommend 2)
 - b) Robin reached out to other places too (Lincoln Stacy and YMCA)
 - c) Parking at Redwood Elementary- free!
- h) Should we put stuff on display again?
 - a) No, have stuff on display at the dinner and then highlight new items every few days on emails and social media.

b) Mixers

- a) Kim and Dawn will connect to get those started.

c) General meetings:

- a) Monthly, before our board meetings (5:30-6pm). Dawn left before we discussed this, but she was going to work on getting the IOOF building.
- b) Tamara suggests we set aside 30 minutes before the board meeting and give people 3 minutes to talk. We don't answer their question, we just take their feedback/grievance/information and connect with them later.
- c) Robin suggests we should host them at the Fire Station Community Room. Karen will ask the fire station, Tamara will connect with the IOOF about their space.

d) Town Sweep

- a) April 26th- date settled

9. New business:

a) BCRPD community meeting: Feb 9th

b) Be Kind Parade

- a) Parade in downtown on January 30th at 10:30: they want people out there to watch
- b) The BCBA should make the Facebook event to help promote the event.
- c) Dawn will send us the info.

c) Community Spaghetti Feed

- a) January 25th at the BCRPD- for all community members. Money goes to the BCE 5th graders for science camp.
- b) If the BCBA can help advertise the event, that would be helpful! Dawn will send us the info.
- d) First Fridays:
 - a) They would like to join the BCBA officially- Melody is the subcommittee lead. She has a team of 4 other people who help her run the events.
 - a) Robin made the motion to bring First Fridays under the BCBA committees. Dawn seconded this and it passed by the majority of the board.
 - b) Karen and Robin will get a new bank account set up for FF income (vendor fees in, expenses out for decor, advertising, etc). Only BCBA board members should have access to the funds, so Robin can help with expenses and reimbursements for Melody.
 - c) First Fridays needs to get an event coordinator permit from the county, which costs about \$500. Robin will connect with Melody to get that information and send it out to the board for a vote.
 - d) 2025 dates: all are. 5-8pm except July
 - a) April 4: Egg Walk
 - b) May 2: Spring Carnival
 - c) June 6: Town Pride
 - d) July 4th: July 4th (time exception, will run 11-2 like Block Party)
 - a) Vendors load into shops the night before if possible, for quicker set up after the parade.
 - e) August 1: Sip and Shop
 - f) September 5: Chalk it Up
 - g) October 3: Spooktacular
 - h) November 7: Thanks “giving”
 - i) December 5: Ugly Sweater
 - e) All events April thru October will have Forest St closed off as the Kids Zone! Robin will be running kids activities there.
- e) Website workplan
 - a) Karen has been working on how to display the Main Street work plan on the website. Olivia made a template a few months ago that could be a good basis for it.
 - b) Olivia suggested having both the family tree visual and then the written list below it, with anchor links to help people jump between spots.
- f) Other organizations meetings: Karen suggests that we come up with a list of other local organizations and groups and join their regular meetings. We should divide the list and each go to a few.
 - a) Tamara pointed out that we’re all so busy that it might be hard to attend more. Until we have more people on the board or main street, maybe we make sure we’re on the email newsletters and able to report back.

10. Next Board Meeting: Monday, February 10th at 5:30 PM via Zoom

11. Adjournment

Respectfully submitted by Robin Imholte, BCBA Secretary

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

December 16th, 2024 5:30PM

In attendance: Karen, Tamara, Robin, Kim, Dawn, Courtney

Not in attendance: Shannon, Christina, Olivia

1. Call Meeting to order: 5:58pm
2. Additions to Agenda
 - a)
3. Email Motions
 - a) Joining with Kevin Foster for fundraising for Albert mural- see 4e below
4. Emergent Topics
 - a) Winter Festival Recap and 2025 ideas:
 - a) What went well:
 - a) Santa mailbox- it looks beautiful!
 - b) Overall decor looked amazing
 - c) People loved it- great feedback about how the event overall
 - d) Photos went really well- great feedback
 - b) What didn't go well:
 - a) We need a mic for Santa- Hallie will do it for next year
 - b) Timer for the tree- it went on early
 - c) Switch needs to be up higher
 - d) Trailer lights weren't on- they need to be lit
 - e) No live music- canned music kept cutting off
 - f) No traffic on the main street- maybe offer free vendor spots for the downtown stores.
 - c) 2025 ideas:
 - a) Stage by Lone Wolf, snow across out of IOOF
 - b) Crowd control so we can get photos in front of the fire truck (with kids who got to ride it)- volunteers or booth vendors in the area to help keep people back.
 - c) Whoever wins the "light the tree"- we need to get their name and info in advance so we know more about them.
 - d) Ugly Sweater contest? Just check if First Fridays is doing it again
 - a) Decorate your dog contest?
 - e) Drone video of next year
 - f) Robin's idea: take over the DIYS and make it a more cohesive experience. Courtney and Robin would coordinate this and plan in advance. Buy a 10x30' tent to be used for the DIYS and use it for other events too (July 4th, etc).
 - g) Crosswalk elf!
 - h) More connection with downtown: have vendors on the sidewalk, stores being open and having things outside.
 - i) Santa breakfast- totally separate idea. At the Rec Center, with some vendors.

- b) Small Business Saturday:
 - a) Bring wineries in town
 - b) Have a passport where people get stamps for visiting various businesses
 - c) Get swag for the businesses earlier
- c) Auction March 2025:
 - a) Shuttle from downtown to the venue as an auction add on. Courtney will talk to a connection about a shuttle from another wedding venue.
 - b) We're still waiting to hear back from Lauren about the date. She double booked us for March 8th but is trying to move things around. It's possible we can move to March 1st.
 - c) Need to start calling big companies for donations NOW.
 - a) Kim to ask Safeway, Costco
 - b) Courtney: Target
 - d) Robin will assign the donor list and then make changes
 - a) Send donor request templates too
 - e) Ticket prices:
 - a) Early bird pricing: January: 20% off (\$60)
 - b) Feb: regular price: \$75
 - a) Membership or new members: 10% (\$67.50)
 - c) At the door: 20% extra (\$90)
 - d) Board members pay for tickets
- d) General meetings:
 - a) Monthly, in person, before our meeting.
 - b) Possibly host at IOOF- Dawn to inquire for January 13th meeting.
 - c) Fire station community hall as backup
- e) Albert mural:
 - a) Dawn has concerns about the potential tax liability for collaborating with Kevin Foster. Karen will contact our tax accountant to see her thoughts.
 - b) Courtney requests a public escrow an account for maintaining that mural.
 - c) Karen will also ask our tax accountant what we can do with any excess funds we collect.

5. Next Board Meeting: Monday, January 13th at 5:30 PM via Zoom

6. Adjournment

Respectfully submitted by Robin Imholte, BCBA Secretary

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Boulder Creek Business Association

Board Meeting Minutes

November 11th, 2024 5:30PM

[https://us02web.zoom.us/j/88524358478?
pwd=bHlvNFhqMS82MXZ5WXJmNmNlFN3Z4Zz09](https://us02web.zoom.us/j/88524358478?pwd=bHlvNFhqMS82MXZ5WXJmNmNlFN3Z4Zz09)

In attendance: Karen, Robin, Dawn, Olivia, Courtney, Christina, Kim, Tamara, Shannon
Not in attendance:

1. Call Meeting to order: 5:34pm
2. Additions to Agenda
 - a)
3. Approval of the Board minutes from October
4. Email Motions
 - a) Nov 1st: Karen emailed the group with an idea to help get rid of the leftover Halloween candy and add a fun sale item for the holidays: baskets (leftover from previous auction years) filled with mugs of candy, socks, a candle, etc. We'd sell them for \$15 each.
 - a) The motion passed with a majority voting yes.
5. Committee Reports
 - a) Treasurer Update
 - a) Money going out for various things (auction platform, \$250 for permit for the town sign, \$432 to Mix for the Winter Festival website.
 - b) No money coming in yet.
 - b) Membership report
 - a) Karen is going to send an email soon for upcoming renewals. No new memberships.
 - b) Courtney knows how to set up auto renewals for emails and PayPal memberships.
 - c) Other non-event updates (website, social media, Light up the Town, tree wells)
 - a) 2025 board: anyone stepping down
 - a) Kim doesn't want to take on a committee lead if we're switching to Main Street, so she would step down, but we aren't ready to make that full transition. She isn't going to step down but also can't take on more than she is currently doing.
 - b) Renewing lighting contracts
 - a) Tamara wants to update the current "Light Up the Town" bulb contract, and Dawn and Olivia have offered to help with this.
 - a) Olivia has already updated the document that Tamara sent her, and will send back updates tomorrow morning.
 - b) Once we have an updated contract, we should go building to building and share this with the owner. We should also chat with the business owners so they know the scope of the contract.
 - a) Courtney is currently updating the database we have for the building owners, and after we have that updated, we can move onto this part.
6. Event Committees Reports:
 - a) Halloween report:

- a) Great turnout with volunteers, had a few that didn't show up and a bunch that showed up from other groups that hadn't signed up in advance.
 - b) Must have "no left turn" by Forest St.
 - c) People crossed by Treehouse despite having crossing guards there. They were just ignoring the guards telling them not to cross there.
- b) Fall Town Sweep report:
- a) Dawn received great feedback from participants and the business owners. A little slow to start but by 10am we had a great turnout. All ages too!
 - b) Big lesson this year: the dump is requiring loads to be separated. Next year, we can have multiple colors of bags to help separate the waste.
 - c) We should buy a few trash pickers and have those people go out first.
- c) SBS: 11/30 Robin
- a) SBS promotions and Holiday Gift Guide.
 - b) Robin created a google form here: <https://forms.gle/wW1W2EWd5usNQoGN7>. She'd like to share it with local businesses (not just BCBA members) and gather info for SBS promotions, holiday promotions, and a gift guide.
 - c) Courtney can help with this too.
 - d) Balloons in town- look in the July 4th bin in storage and grab some.
- d) December 4th mixer at Beck's
- a) Karen suggested 5-7pm.
 - b) Dawn and Olivia are willing to donate some wine.
- e) First Friday Dec 6th
- a) No one is able to staff a BCBA table.
- f) Winter Festival Dec 7th
- a) Need to decide on a BCBA craft- this would be free. The WF committee needs to decide if the BCBA is going to offer a free craft also, but if we do a ticketed one, we need more volunteers to staff that.
 - b) Karen and Robin suggested cookie decorating, and Courtney and Robin will chat soon about ideas.
 - c) We're having a hard time getting a band- most people are busy. So keep reaching out. We should have a playlist to put on between bands.
 - d) There's a SignUp Genius for Winter Festival volunteers.
 - e) Olivia is working on the Santa Mailbox and will send it to Dawn
- g) Auction March 8th:
- a) Need to start planning this- who wants to be on the planning team? (Everyone will be assigned tasks from gathering donations to helping at the event, but not everyone needs to be part of the planning committee)
 - a) Robin, Karen, Dawn, Christina will meet first.
 - b) We need to brainstorm people who can be the auctioneer- Christina is willing to!
 - c) Robin suggests Tuck Wilson for the intro band again, and we need another band for the later portion of the event.
 - d) Robin had an idea from another gala- extending the "paddle raising" donation. Have a matching donation for the \$50 level, and for the \$25 level, the last bidder gets a prize.

7. New business:

- a) Becoming a 501c3
 - a) Dawn has a contact who does this and is willing to help us for free. They will meet this week and Dawn will report back.
- b) BCBA member meeting
 - a) Early in the year
- c) Town Hall/Forum/Panel of nonprofits
 - a) Late spring
 - b) BCBA, VWC, Rotary, IOOF, BCE,

8. Next Board Meeting: Monday, December 16th at 5:30 PM in person at Tamara's house

9. Adjournment

Respectfully submitted by Robin Imholte, BCBA Secretary

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