

PLEASURE POINT BUSINESS ASSOCIATION

MINUTES OF THE WEDNESDAY, AUGUST 3, 2011 BUSINESS MEETING

Time: 6:00 p.m.

Location: Pleasure Pizza Eastside Eatery, 800 41st Ave., Santa Cruz, CA

Call to Order:

In the absence of President, Derek Rupp, the meeting was called to order at 6:25 p.m. by Vice President, David Adams. Derek is out of town.

Members Present:

- David Adams (David Adams Salon, Opal Spatique)
- Shirley Allen (PPBA Secretary/Treasurer)
- Jeff Bettencourt (PPD Multimedia Advertising Agency)

Guest: Mark A. Massara, Esq., General Counsel & VP of Social Responsibility for O'Neill Wetsuits, LLC

President's Report: (No report.)

Secretary/Treasurer's Report – Shirley Allen:

MINUTES: MOTION: David moved to adopt the July 6, 2011 minutes as distributed; Jeff seconded; motion passed unanimously.

TREASURER'S REPORT: Beginning Balance on June 1, 2011: \$12,912.73

Ending Balance on June 30, 2011: \$10,208.93

MOTION: David moved to approve the Treasurer's Report; Jeff seconded; motion passed unanimously.

Membership – Shirley Allen:

The PPBA **Welcomes New Member:** Joyce Harrington, owner of Opal Cliff Beach House, 4355 Opal Cliff Drive, Santa Cruz. Her phone number is 775-230-0641; Web site: santacruzjoy.com; e-mail: joyce@santacruzjoy.com. Her information is posted on the PPBA Web site.

Santa Cruz Sheriff Department "National Night Out" - Shirley Allen:

Shirley discussed the PPBA's involvement in the annual "National Night Out" event, held on Tuesday, August 2nd, 6 p.m. – 9 p.m. at Shoreline Middle School on 17th Avenue. She set up a folding table and attached a "PPBA" banner (both provided by Jeff Bettencourt of PPD Multimedia) and put several plastic brochure holders with the Pleasure Point Guides on the table. We had a great response with folks visiting our table and it was a terrific opportunity for them to get to know about the PPBA!

Government & Community Relations Report – Shirley Allen:

- **Request to mark parking spaces on 41st Avenue:** Shirley went to Traffic Engineer, Jack Sohriakoff's office today (August 3rd) and picked up an aerial map of the Pleasure Point area, showing the 41st Avenue proposed parking spaces that he has mapped out. Jack said that we can decide if this is what we want or make changes to it and let him know. He said for us to keep in mind that if marking is done, we will lose some parking spaces. Shirley gave the map to David Adams to research the area with the map and report on it at a future meeting.
- **Santa Cruz County Planning Dept. Meeting Regarding Nonconforming Structures:** Shirley attended a meeting at the Planning Dept. today (August 3rd) regarding nonconforming structures in the County. The purpose of this meeting, as directed by the Board of Supervisors, is to develop a proposal for a revision of our local regulations for legal nonconforming structures and uses. During the almost 3 hour meeting attended by 13 folks, we discussed everything and received a 20-page packet of information. The meeting was conducted by Kathy Previsich, Planning Director (831)454-2580. Annie Murphy, also with the Planning Dept., gave her e-mail contact information: pin400@co.santa-cruz.ca.us. A community workshop is scheduled for September 14th and will go before the Board of Supervisors on September 20th.

Marketing Director's Report – Jeff Bettencourt:

- **"Welcome to Pleasure Point" Street Light Pole Banners:** Jeff reported that the banners have all been removed and replaced by Triad Electric and Jeff cleaned them at his business location, PPD Multimedia. Jeff donated his costs and Triad Electric will send us an invoice for \$400.00.

Guest, Mark Massara, Esq.: The PPBA welcomed Mark to our meeting. He said he wanted to discuss with us a concern that Jack O'Neill has regarding the direction of the one-way traffic flow on East Cliff Drive. He said that Jack wants the direction of flow reversed, so that surfers can see the wave breaks as they drive on the road, instead of looking over their shoulder. We discussed this, and Shirley pointed out that she has attended every meeting for 17 years held by the County RDA and Board of Supervisors before and after the traffic flow was reversed. She served on the task forces and did traffic counts when the part of East Cliff Drive at Larch Lane collapsed, causing the eventual one-way traffic flow. The Sheriff's Dept. and mainly the Fire Dept. trucks cannot make the turns from East Cliff Drive onto the avenues when there is an emergency. That is the most serious need for the flow to go the way it is now. All the research was done and it won't be changed. That decision was made by the Board of Supervisors. Mark said that he now understands more about it, that he is from San Francisco and did not know this history. Since Shirley also knows Jack O'Neill and talked with him many times during the process of the road situation, Mark said he thinks that Jack should contact her if he wants to pursue any change. He took Shirley's phone and e-mail contact information. We thanked him for attending and for O'Neill's continued PPBA membership.

New Business:

David announced First Friday Santa Cruz will be August 5th from 6 p.m. to 9 p.m. at David Adams Salon, Opal Spatique.

Open Forum: No Comments.

Next Meeting:

- **Wednesday, September 7, 2011 Time: 6:00 p.m.**
Location: Pleasure Point Eastside Eatery, 800 41st Avenue, Santa Cruz, CA

There being no further business, the meeting was adjourned at 7:10 p.m.