

PLEASURE POINT BUSINESS ASSOCIATION

MINUTES OF THE THURSDAY, JUNE 2, 2011 BUSINESS MEETING

Time: 6:00 p.m.

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

Call to Order:

The meeting was called to order 6:25 p.m. by President, Derek Rupp.

Members Present:

- Shirley Allen (PPBA Secretary/Treasurer)
- Jeff Bettencourt (PPD Multimedia Advertising Agency)
- Derek Rupp (Pleasure Pizza)
- Joan Spicer (Joan Spicer, Internet Marketing For Local Business Owners).

Guests Present:

David Dobson, Economic Development Manager, Santa Cruz County Redevelopment Agency and

Heather Kennedy, Economic Development Department, Santa Cruz County Redevelopment Agency.

President's Report – Derek Rupp:

Derek welcomed our two guests, David Dobson and Heather Kennedy. He thanked everyone for accommodating the last minute change of the meeting date from June 1st to June 2nd, 2011.

Secretary/Treasurer's Report – Shirley Allen:

MINUTES: MOTION: Joan moved to adopt the May 4, 2011 minutes as distributed by the Secretary/Treasurer; Jeff seconded; motion passed unanimously.

TREASURER'S REPORT: Beginning Balance on 04/01/2011: \$11,375.73

Ending Balance on 04/29/2011: \$13,292.73

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

Shirley said that the DSL statement from Cruzio, dated May 31, 2011 for the period of 6/21 to 7/20/2011 shows a credit of \$23.20. The monthly fee is \$31.95/mo. and we have always paid one year in advance, so she asked for approval to submit payment of \$360.20 to Cruzio. MOTION: Joan moved to approve payment in the amount of \$360.20 to Cruzio; Derek seconded; motion passed unanimously.

Correspondence – Shirley Allen:

The monthly newsletter from Live Oak Neighbors was received on May 12, 2011. It announced their walking tour on May 10th through Twin Lakes Neighborhood. Unfortunately, we received it late.

Membership - Shirley Allen:

Shirley reported that a prospective new member, Opal Cliff Beach House on Opal Cliff Drive has expressed interest in joining the PPBA. The owner rents her home as a vacation rental, saw the Pleasure Point Guide and is interested. An application form, etc. has been mailed to her.

SCCCVC – BAVC (Santa Cruz County Conference & Visitor’s Council - Beach Area Visitors Center):

Shirley will be meeting with Marsha Mullins, Visitor Services Director and her group to tour Pleasure Point on June 13, 2011. Purpose of the meeting is to familiarize the group, who will be working at the kiosk at the beach and distributing our Guides, along with other tourist attraction information.

Government & Community Relations Report – Shirley Allen:**Guests, David Dobson & Heather Kennedy:**

David Dobson gave us information regarding our request to have parking spaces marked on part of 41st Avenue. He and Heather Kennedy said their jobs with RDA are in jeopardy due to the State elimination of RDAs throughout California and they hope to relocate to other departments by the deadline of 8/5/2011. They provided us with their contact information and said to contact Traffic Engineer, Jack Sohriakoff for help with marking the parking spaces. After discussion, it was decided that Shirley contact the Traffic Engineer, since she handles Government Relations. She will report at the next meeting. We thanked them for their help and for attending our meeting, and wished them good luck.

Marketing Director’s Report – Jeff Bettencourt:

Jeff reported that the new Guides are in and Shirley will begin distributing them to all of our members and to the SCCCVC office and the BAVC soon. He said that he is continuing work with Triad Electric regarding the removal, replacement and cleaning our street banners. “Events” on the PPBA Web site: Jeff said we have had a request to post an event by one of our members. After discussion, it was agreed that Jeff will set parameters for such postings and report at a future meeting. We do not send e-mail blasts to our members about events, other than the PPBA’s.

Spring Mixer:

The mixer held on May 25, 2011 at Pleasure Pizza was a big success, with 22 in attendance. Thank you to Derek Rupp, Pleasure Pizza, who provided food and beverages. Everyone had a great time!!

New Business: Shirley reported that she contacted the Farmer’s Market regarding the possibility of holding a market in the Pleasure Point community and was told that they do not plan to hold any more markets in Santa Cruz County; there is one nearby at the East Cliff Shopping Center.

Next Meeting:

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

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