

PLEASURE POINT BUSINESS ASSOCIATION

MINUTES OF THE WEDNESDAY, MAY 4, 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 at 6:30 p.m. by Vice President, David Adams. (President, Derek Rupp was absent, due to having to work at his restaurant, Pleasure Pizza.)

Members Present:

- David Adams (David Adams Salon, Opal Spatique)
- Shirley Allen (PPBA Secretary/Treasurer)
- Joan Spicer (Joan Spicer, Internet Marketing For Local Business Owners)

President's Report - Derek Rupp (David Adams reporting in Derek's absence):

David reported that in March, he and Derek met with David Dobson, Economic Development Manager with the Santa Cruz County Redevelopment Agency. They discussed our concern about funds available to have Public Works do hash marks for parking along 41st Avenue in the Pleasure Point Business Community. After discussion, it was agreed that Shirley will follow up and contact the Public Works Department for further information about having the parking spaces marked and report at the next meeting.

David also suggested that we contact the folks who operate the Farmer's Market regarding holding a Market in our Pleasure Point Community. Locations were discussed. This would be a good way to bring people to our area! We will follow up on this in the future.

Secretary/Treasurer's Report - Shirley Allen:

MINUTES: MOTION: Joan moved to adopt the April 6, 2011 minutes as distributed by the Secretary/Treasurer; David seconded; motion passed unanimously.

TREASURER'S REPORT: Beginning Balance on 03/01/2011: \$10,107.73

Ending Balance on 03/31/2011: \$11,375.73

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

Shirley advised that she contacted County Supervisor, John Leopold regarding tax status for the PPBA, and he advised her to call David Dobson, Economic Development Manager, with the Santa Cruz County

Redevelopment Agency. She called him, and he said that he will look into who can help and call her back. He has not called back yet; she will report at the next meeting.

Government & Community Relations Report - Shirley Allen:

Shirley will contact Public Works Department and report at the next meeting. (See President's Report.)

Marketing Director's Report - Jeff Bettencourt:

Shirley reported information that Jeff asked her to, in his absence: The new Pleasure Point Guide is almost ready to send to the printer, but we have two ads to sell. She displayed a large copy of the new Guide, showing the ads and listings. She said that Jeff suggested that we offer members the following: Either \$200.00 (the current fee) and offer a free Web Banner; \$150.00 if they do not want a Web Banner; or if we can't sell the ads, should we make the ads larger in order to fill the space? After discussion, Shirley indicated that there are four members who expressed interest in an ad, so she will contact them with the new offers. David and Joan will also contact folks to try to sell the ads. Shirley said that if the two spaces are sold at the lesser amount, she will contact Modern Life Home and Garden to offer either a free Web Banner or a refund of \$50.00; and also contact TheraPilates to advise that a \$50.00 check will be mailed to her, since she has paid \$200.00 for the ad and \$50.00 for the Web Banner. David asked if everyone's ad was paid for and Shirley said yes, all except PPD Multimedia's. This is because at a previous meeting, it was agreed that Jeff's ad would be free, in exchange for his work on the Guide. She said that she doesn't remember Jeff ever charging the PPBA for the design and set up of the Guide. David commented that Jeff should not profit from a free ad, if he also charged for work on the Guide. It was agreed that she would check last year's invoice for the Guide to verify this and get the information to David, Joan and Derek. We can then confirm whether his ad will be free of charge.

New Business: There is no new business.

Open Forum:

The Mixer on May 18th was discussed. Jeff will send an e-mail blast to all members and Shirley will mail invitations to members without e-mail, our Government representatives and others. Also, fliers will be distributed in person.

Next Meetings:

❖ **Spring Mixer on Wednesday, May 18, 2011 Time: 5:30 – 7:30 p.m.**

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

❖ **Meeting on Wednesday, June 1, 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 7:27 p.m.