

Membership – Shirley Allen:

PPBA member, Live Oak Family Resource Center, has moved to their new County-owned building at 1740 17th Ave., Santa Cruz (across from Ferrell's Donuts & next to Valero gas station).

Government & Community Relations Report – Shirley Allen:

- David has the aerial map of our area, showing the area that we questioned the Traffic Engineer about **Marking Parking Spaces on 41st Avenue**, so this will be reported on at a future meeting.
- **The Movie “Of Men and Mavericks”, based on the life of the late local surfer, Jay Moriarty is being filmed in Santa Cruz and Pleasure Point.** Shirley reported that a film representative contacted her (through the PPBA Web site) to get local contacts for surfers and Pleasure Point surfing organizations, hotels, food and Green Waste contact for dumpsters, recycling and trash pick-up. They will be looking for lots of volunteers as extras for the movie and a nice article appeared in the Santa Cruz Sentinel. Derek said that his restaurant has been very busy! Movie producers and crew are using a set-up location at the El Rancho Shopping Center. This should bring some business to our area!

Marketing Director’s Report – Jeff Bettencourt: (No report).

New Business:

Derek contacted Supervisor John Leopold and also checked on permits needed to block part of Portola Drive between 38th Avenue and 41st Avenue regarding last month’s suggestion that the PPBA hold an event in June, celebrating the Summer Solstice. (See September 7th Minutes.) He said the PPBA would have to pay for traffic control/diversion by the CHP. The sheriff’s department would also be involved. Ideas for a possible surfing contest, a skate contest, booths for vendors, crafts, etc. were discussed. We also discussed whether to make it a one or two-day event. Derek said that Supervisor Leopold will be giving him more information, so he will report at the next meeting.

Open Forum: No comments.

Upcoming Meetings:

Time: 6:00 p.m. Location: Pleasure Pizza Eastside Eatery, 800 41st Ave., Santa Cruz, CA

*** Wednesday, November 2, 2011**

*** No regular meeting in December, 2011**

***** 2011 Annual Holiday Mixer *****

- **Thursday, December 8, 2011**

Time: 6:30 – 8:30 p.m.

Location to Be Announced Soon!

(Members interested in hosting the Mixer should contact Shirley by October 15, 2011.)

Each person attending the Mixer is asked to please bring an unwrapped toy for a child (ages through age 12) for donation to The Salvation Army.

As we have in the past, a free raffle will be held for prizes donated by our PPBA members. Shirley will contact members for prize donations. If you would like to donate a prize, please contact Shirley at shirleya@cruzio.com or call 479-4331.

There being no further business, the meeting was adjourned at 7:30 p.m.