

PLEASURE POINT BUSINESS ASSOCIATION

MINUTES OF THE WEDNESDAY, SEPTEMBER 7, 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 6:15 p.m. by President, Derek Rupp.

Members Present:

- Shirley Allen (PPBA Secretary/Treasurer)
- Jeff Bettencourt (PPD Multimedia Advertising Agency)
- Deborah Cohen-Davis (Deborah Cohen-Davis Thunderbird Real Estate)
- Derek Rupp (Pleasure Pizza)

President's Report – Derek Rupp:

Derek talked with Gina of The Believe Agency to put something together to market Pleasure Point. She will advise Derek and he will report back to the PPBA at a future meeting.

Secretary/Treasurer's Report – Shirley Allen:

MINUTES: MOTION: Shirley corrected the June 30th Ending Balance to: \$10,408.93 (typo error). Derek moved to adopt the August 3, 2011 minutes as corrected; Jeff seconded; motion passed unanimously.

TREASURER'S REPORT: Beginning Balance on July 1, 2011: \$10,408.93

Ending Balance on July 29, 2011: \$10,588.93

MOTION: Derek moved to approve the Treasurer's Report; Jeff seconded; motion passed unanimously. The invoice from Triad Electric in the amount of \$400.00 for removing and replacing the "Welcome to Pleasure Point" banners after they were all cleaned was received and is paid in full.

Government & Community Relations Report – Shirley Allen:

Shirley attended a meeting on August 8, 2011 regarding the status of the East Cliff Drive Parkway Project. East Cliff Drive from 32nd Avenue to 41st Avenue is currently under construction. Supervisor John Leopold conducted the meeting; Betsey Lynberg, the former RDA project manager and other County representatives were present. Approximately 100 folks attended the meeting, with many questions and answers. The current Agency Project Manager is Melissa Allen 831-454-2280; Senior Engineer is Joel LaCagnin 831-454-2160. **For complete information regarding the project, you can click on to: <http://sccounty01.co.santa-cruz.ca.us/red/> and then at the left, scroll down to "Projects under Construction". This also contains many photos of the project. If you have questions, contact Shirley.**

Marketing Director's Report – Jeff Bettencourt: No report.

New Business:

Shirley presented information that was received regarding a possible event for the PPBA to sponsor next year. The event would celebrate the Summer Solstice in June, 2012 and possibly be a nice way to bring folks to our Pleasure Point community. An example of a community holding a similar celebration and parade each year is Santa Barbara: <http://www.solsticeparade.com> . We will research this suggestion and report at a future meeting.

Open Forum: No comments.

Upcoming Meetings:

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

- **Wednesday, October 5, 2011**
- **Wednesday, November 2, 2011**
- **No regular meeting in December, 2011**

➤ **2011 Annual Holiday Mixer:**

- **Thursday, December 8, 2011**

Time: 6:30 p.m. – 8:30 p.m.

Location to Be Announced Soon!

It was decided that an e-mail will be sent to all PPBA members, giving them an opportunity to host our Annual Holiday Mixer. Anyone interested should contact Shirley Allen at 831-479-4331 or e-mail shirleya@cruzio.com by October 15, 2011.

There being no further business, the meeting was adjourned at 7:20 p.m.