

Pleasure Point Business Association

April 3rd, 2018 Minutes

In Attendance: Jeff Bettencourt, Sarah Ferguson, Craig Jones, Lizz and Daniel Hodgin, Patti Eller, Coult Robb, Steve Gabay, Karen Horton

Minutes from last meeting – Sarah Ferguson

Street Fair Update -

Overall everything is running smoothly. We have eight food booths this year. No marijuana booths this year. Our insurance policy is already in place. We will table it for next year. Advertising is moving forward. \$7,000 in support so far. Full up on major sponsors.

We advertised in coastlines for bands to play at the PPSF, Community supported charity event. There was a Sunday Letter to the Editor in the Sentinel commenting that bands should be paid. No one has responded online. We will have our PR person respond online. We should respond by stating the facts. We are benefitting the Live Oak Education Foundation. "Donate their time and talent".

Action Item: Craig will reach out to Patti Bond. We will review her response.

Action Item: T- Shirt discussion. Put a budget together for the merchandise. Jeff will start dialog with Tiffany and John. Look at P&L for last year as a starting point.

Do we want to have a raffle?

Sip and Stroll Update – We have \$10,000 tasting tickets. We have a couple months to promote the event. We have 576 glasses this year. If you are a member, you can participate in the Sip and Stroll. Our goal is to break even this time.

Action Item: Lacey Vincent is a potential wine lead. It would be an interesting conversation to have with the owners of Vino Cruz. 831 251-4091. Lizz is the contact.

Newsletter – We need a list of active members that is available to all members,

Social Media – We want to increase our social media presence by creating a PPBA Facebook and Instagram page.

Tiffany's Work Order (Board Voting Item) Have Tiffany help us with social media. Get content online to social media outlets. She will have four posts per week plus newsletter. Motion approved.

Membership – Currently 14 people are. We need to go door to door. Certificate, By Laws, List of Members (PDF) It is going to take a while to turn this from free to paid. We will take this year to roll out the paid membership.

Action Item: Karen will send Jeff and Craig the information on Green Business Information (April 11th

Action Item: Invoice created to hand out.

Next Meeting – May 1st, 6pm @ Modern Life