

## November Minutes Tuesday 11/6/18

### Sip n Stroll

- We got lots of positive feedback from businesses and customers.
- The initial cost analysis looks like we broke even but we don't have final numbers yet
- Pour spouts would be a great addition to provide for the next event. It is a way to use less wine and keep the costs down.
- We can buy better wine if we pour less (i.e. 1 case instead of 2)

### Third Thursday

- Finalized event info was sent to potential participants
- We have 13 "yes" on board to participate
- There are still a few more in the works to participate and join the PPBA
- Vanessa and Sharai will make a media packet that can be sent out to potential businesses to show what is included with Third Thursday and media businesses can use to promote.
- Media packet will be sent to PPD to be put in the PPBA email format

### PPBA Christmas Party

- Set for Tuesday December 11 6-8pm at The Point Chophouse
- Everyone is encouraged to bring a toy for salvation army donations
- Karen volunteered to organize and is setting up an Eventbrite for ticket purchases
- We will invite the Live Oak foundation, it is a good night for photos and promoting with them
- Music would be nice if they would let us, Karen is going to ask around
- White elephant game? We need to decide on a price and tell everyone about it
- Jeff created and shared a flyer for the party to share amongst businesses

### Pleasure Point Countdown to Christmas Event

- Saturday December 1, 11-5pm
- This is an all day sort of Makers Market
- Hip & Chick/Cotton + Rye will have multiple makers and artisanal foods in their patios outside
- Possibly Music at the Flower Shack
- Mini Mint will have multiple artisans in parking lot
- There will be a Santa at Mini Mint for families to take free photos

### Small Business Saturday

- Vanessa will send info to all businesses in the area about the welcome event and how they can pick up free materials provided by Amex.
- Welcome station will be at Way of Life from 9am-12pm where shoppers can get free tote bags, stickers, and info on participating stores.
- Way of life will donate hot drinks (chai, cider etc.)
- We will try and get someone local to donate pastries as well

### Event Coordinator Position

- We need to fill this spot asap

- We have received one application so far
- Sharai knows someone also interested and will have her contact the PPBA
- Tiffanys pay was \$8,500
- It could be beneficial to hire someone just for social media outreach, Vanessa knows someone local that is about \$300/month

#### Membership

- Voted to remove two tier membership 2 meetings ago, we can now remove from website to avoid confusion
- Voted to remove the red square on map on website to include all businesses

#### Street Banners

- To go across the street the county wants to be removable. Jeff, Craig still working on this

#### Streetscape Meeting

- Derek met with Mark Machado addressing what to do with Portola
- The outcome was that they aren't going to be making any changes but will repaint the roads
- Roundabouts will happen!

#### Storage Unit

- Voted YES to pay for the whole year of storage at once.