

## **PPBA March 2019 Meeting Minutes**

### **Sip and Stroll**

- The Soquel Sip n Stroll is already scheduled and promoted for Saturday April 27<sup>th</sup> which is the day before Pleasure Point is scheduled but we have not promoted yet.
- Discussed to move date to a Saturday in June to see if that helps ticket sales and to be spread far enough from Capitola and Soquel Sip n Strolls.
- New proposed date is Saturday June 1<sup>st</sup>
- Board Vote: Change Date to June 1<sup>st</sup>:YES
- Businesses will now have until April 25<sup>th</sup> to sign up and turn in ABC form to Vanessa
- Vanessa will update ABC for to reflect new dates
- Maria and Vanessa will work with Capitola and Soquel to better plan our future dates.
- Data from previous sip n strolls is inaccurate, Vanessa will send ticket sales data from Eventbrite account
- We should consider putting an ad in the sentinel, we will get pricing and discuss at next meeting.

### **Street Fair**

- Deep Eddy vodka would like to be a 2K sponsor. They will bring a camper and set up to sell mixed drinks. They will sell us the vodka for \$10 per bottle and we can then charge \$10 per drink.
- Board Vote: Allow alcohol brand to sponsor: YES
- Nubo is our premier sponsor (tentatively) they will supply 10 kegs of beer
- Nubo would like to be featured more prominently since we now have another big brand (vodka) coming in and they are the local big sponsor, that is ok with the board.
- Brynn from Live Oak Foundation is in the midst of planning the street fair and is doing great.
- We have sold 20 booths so far
- David has had dozens of interest for music lineup

### **Social Media**

- Lets Bee Social quote is \$500/month and scope includes much more than we have had in the past.
- New media offerings might help boost membership as another offering.
- The board and members would like to ask more questions. A lunch meeting will be set up for next week. Anyone with specific questions or info they would like to see included can email Vanessa by next Wednesday 3/13

### **Membership Invoicing**

- We are using an outdated version of Quickbooks, we would benefit from using the online version to streamline which will help us bill members automatically.
- Cost of Quickbooks online \$17/month first year \$35/month after that
- Board Vote: Upgrade to Quickbooks Online: YES