



PPBA

Tuesday, October 3, 2017

6:00 pm – Modern Life

AGENDA MINUTES

Attended by: Jeff Bettencourt, John Pickart, Derek Rupp, Sarah Ferguson, Patti Eller, Coult Robb, Jill Sollitto, Tiffany Werdmuller, Jack Cross, Emily (from Click, Click, Bang), Janet (Patine), Steve Gabay (Three fellow from Capitola Village Association)

1. Holiday Party

Sarah will put together an invoice for Holiday party. The upstairs will be private for PPBA members. We will need a stamp to indicate who is a member to receive drinks. The flyer will ask attendees to bring an unwrapped gift. New Bohemia will provide some food boards. Let's find some more food to supplement. Jeff will send an email to PPBA member about this.

2. Sip Shop and Stroll Update: *Fall Back into Pleasure Point*

We are going to do Nov 5th. Wine glasses are being ordered. Each business that participates will volunteer to pour wine at their location. We need to figure out the logistics regarding the purchase of the glass and any other legalities around that. How will we market for this event? Will Barbara Mason market for us if it on a different day than the countywide one? Should we advertise for the County one as well and let PPBA members know about it? Jeff will send an email to PPBA member about this.

3. PBID Update

We have ten letters back.. Six yes and four no. Jeff will send an email to PPBA member about this asking them to respond. What are our next steps?

4. Community Meeting and Supervisor Meeting Update

Sarah updated the group on the alcohol ordinance meeting that took place on October 2nd. Information should go out to the PPBA members regarding this and asking them to contact John Leopold with any questions/concerns regarding the roll out of the ordinance.

5. Update on membership drive meeting

(Postponed for next meeting)

6. ISkate Capitola

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Three members from the Capitola Village Association came to talk about looking for sponsorships for the skating rink in Capitola Village this Holiday season. The rink will be open from Dec 15-January 7. PPBA was thinking about doing a sponsorship. We also discussed meeting with the CVA to find a way to co-promote Shopping the Eastside. We will reach out to them and arrange a meeting.

Next Meeting will be on November 7th, 6pm