

PPBA June 2018 Minutes

Date: Tuesday, June 5th, 2018

Time: 6pm-7:30

Location: Modern Life

Officers Present:

President – Craig Jones

Vice President - Derek Rupp

Treasurer – John Pickart

Treasurer's Report:

John provided an update on bank account balance.

Rough estimate of Sip and Stroll is a loss of \$873.86

Total account balance in the positive

Action Items:

- John will check PayPal to ensure that we are a non-profit status and have a reduce transaction fee.

Sip and Stoll Update:

101 glasses on record with a total of 110 glasses “sold” with some at a discount in the last hour.

Overall Feedback

Communications need to be improved. Many shops weren't aware of all of the requirements. Having the info on the website wasn't enough, so needs to be put into follow up emails.

Too many tickets were given out. A general decision was made to eliminate tickets and just continue with wristbands.

Develop flyers earlier for handout and a large banner across 41st for early promotion.

Investigate possibility of including more local wineries for participation. Possibility of wine on map, good arguments for and against. Overall its about the businesses and not the wine.

Develop a “bulletin board” or similar for information and issues leading up to the event.

Action Items:

- Send an email to set up a wine drop point for extra bottles of wine
- Reach out to Rocky's to again apologize for not having wine at their location
- Develop solid communication plan for locations for future events

Street Fair Update:

85 booths with 11 in the local art section.

Volunteers are all set from Live Oak Education Foundation

Investigate compostable bins and better signage and possibly info people for the bins to ensure people get compostable cups in the proper receptacles.

Action Items:

- Last ditch promotion for the local art area – Social Media Blast
- Paint lines on street the evening of June 22nd – Tiffany, Craig, Jill, Dale?, Others?

Membership Update:

Plaques have been ordered and will be sent out.

Newsletter is ready to go for this week.

Look into food pop up event. Possibly a food truck, band, etc. Jill offered patio at Modern Life. To discuss further.

Action Items:

- Karen to send additional content
- Jeff to investigate a membership bulletin board
- Look into a membership directory

PBID – Follow up:

Action Item:

PBID – Letter of intent to move forth. Craig will have it completed by Friday.

Dale Friday Presentation (Relevant to PBID)

Dale met with John Leopold 6 months ago to discuss parking problems blocking our businesses. He has received a letter from a community member who lives opposite Cat and Cloud regarding parking issues on the street. The overarching problem is that there are many spots along Portola that are red. This was done to prevent people from sleeping in their vehicles. Both Barbara Mason and John Leopold are aware of the impact to businesses and the neighborhood by businesses.

Action Items:

- Send Leopold an email from the board. Let's have a meeting at the problem area.
- Conversation with Patty Eller once we have met with John Leopold
- Roll of the Coastal Commission in all of this?

2017 Membership:

- Social Media Presence
- Booth discounts on events
- Added Value
- PPBA App
- Mixers / Focusing on
- David Lyng has offered up his property to put a Pleasure Point sign.
 - Membership drive you can fund the sign.

Action Item:

Sarah will do research to find out the price of a plaque with surfboard on it that would be presented to members of the PPBA.

Other Items not included on agenda:

Save Pleasure Point's Comments

Action Items

- Craig will write a response to the SPP- in the next two weeks.
- Jeff will forward all correspondence to Craig
- Craig will send to Derek to review.

Action Item:

Reach out to Patrick Foley (831) 295-4367 – (with PPSF)

New Agenda Items:

- PBID
- Membership
- Strategic Planning
- Bi Laws
- Apparel
- Brown Act research

Next Meeting:

Tuesday, 6pm March 7th 2017 at East Side Eatery