

PPBA June Minutes

Date: Tuesday, June 6th, 2017

Time: 6pm-7:30

Location: Modern Life

Attendees:

Derek Rupp

John Pickart

Sarah Ferguson

Jeff Bettencourt

Steve Gabay

Jill Sollitto

Tiffany Werdmuller Von Elgg

Patti Eller

Coult Robb

PBID Meeting

The mailer has been sent out for the June 13th meeting at Simpkins Swim Center. Questions were raised about why we are exploring a PBID rather than a BID. What are the pros and cons of both of these?

Action Item:

Derek is going to reach out to Barbara Mason and John Leopold to discuss this. Steve is going to reach out to a contact in Capitola to hear about their approach. Steve and Craig are going to get together prior to the event to discuss logistics.

The Pleasure Point Business Plan is going to be discussed today at the county. The intent of this meeting is to design a criteria for future development proposals in Santa Cruz.

Action Item:

Derek, Patti and Steve's wife are attending. They will give feedback to the group.

Pleasure Point Street Fair

- Security for the event is still in the works. We will either use First Alarm or a company that John has a contact to. Price will be approx. \$700.
- T Shirts and Hats – We have decided to not go with hoodies for this event. We will have black and white t shirts with the Jimbo Phillips image on the back and the Jay logo on the front. Hat will be the simple Pleasure Point logo in black and white, trucker style without the "street fair" on it.

- John is going to reach out to his buddy John Walsh to make sure that Steve's property is pressure washed and properly cleaned the Sunday after the street fair.

Action Item:

Derek will check with Jimbo to make sure that it is ok to use his logo.

Jeff will create signage that will be used to advertise our gear and food. We will be featuring that proceeds will go to the Jay Moriarty Foundation.

We discussed creating a Memorial Wall or surfboard for Jack. Not quite sure who is taking the lead on that.

Action Item:

Who is in charge of this?

Financials

New Bohemia will bring a safe in the back of the truck to keep deposits. We will make sure that key people have the code to the safe.

Tiffany will get change to accommodate each of the PPBA sponsored booths.

Tax Status

We are still unclear if we have been reinstated.

Action Item:

Derek will check to make sure that he hasn't received paper work

Jeff will send John the pertinent info that he needs to change signatures. They are planning on doing this on Friday?

Next Meeting: Tuesday, August 1st, 6pm at Modern Life