

Pleasure Point Business Association

March 6th, 2018 Minutes

In Attendance: Jill Sollitto, Tiffany Wurdmuller, Jeff Bettencourt, Sarah Ferguson, Patti Eller, Coult Robb, Craig Jones, Steve Gabay Maria, Vanessa, Karen, Salon Santa Cruz.

Update of minutes from last meeting

Discussion of PBID (Craig)

Thank you to Patti Eller for putting all of the information together. There was a 20% response rate from property owners. We need to decide whether or not to pursue the PBID. IF we do decide to move forth with it, we need the county to understand that we will not pay the \$50,000. This would comprise of 30% of the PBID. We will have an internal vote to move forth or not.

One idea brought to the table was to potentially collaborate with residential Pleasure Point groups to enhance the Pleasure Point Business District.

Action Item: We can do this via email.

Street Fair Update (Tiffany)

Tiffany updated the group regarding the coordination of the PPSF. Sponsorship is moving right along. The board voted to have New Bohemia take over all alcohol related issues for the beer garden.

Action Item: Tiffany will work with Sarah to determine numbers and amounts of items for the beer garden.

We are introducing the "Local Purveyors" section this year. It consists of eight foot tables that will cost \$100 for local vendors that don't have a brick and mortar establishment.

Other Events – Spring

We plan on doing two Spa and Strolls this year. We have tentatively decided on May 20th for the first Sip and Stroll. We still need to determine logistics such as the price of glasses, tickets, volunteers etc.

The Wharf to Wharf Race is on July 22nd. We are deciding how we want to piggy back off of this event to promote sales in Pleasure Point.

Membership Drive, Newsletter and Tracking

To date 4 people have signed up for PPBA membership. We need to determine a more effective way to get the word out. Some suggestions were to split the businesses up and go door to door, send an invoice to businesses, etc.

Jeff brought a draft of the newsletter to the meeting. Edits are needed ASAP so it can go out.

Next Meeting: Tuesday, April 3rd @ 6pm at Modern Life