

## PPBA February 2019 Meeting Minutes

1. Gina Cavuto Business Owner  
Santa Cruz Sidekicks is a virtual concierge for tourists with 10k views per month.  
The cost to join her is \$500/month and she promotes through multiple digital and print platforms.  
PPBA might be a good client for her.  
She just picked up the Boardwalk Company as a client.
2. Sip n Stroll  
We need more participants, Vanessa + Sharai volunteered to go out on Tuesday 2/12 to chat with businesses about participating in the event and joining the PPBA.  
Vanessa will handle Eventbrite creation which goes with the ABC permit.  
An ad in the sentinel would help, it is what the people in this area read. we need board to vote asap. We could possibly get a free write up.  
By March week 1 we need ABC permits back from businesses so that we can print postcards with map. Vanessa will get permits out to businesses by Feb 20<sup>th</sup>
3. Street Fair  
Sign up page is live  
Amanda Grant from Live oak education foundation will serve as event coordinator advisor to the PPBA  
Brinn Rawles from Live Oak will help plan  
Walt Eller Center will sponsor for \$3,000  
We need a new presenting sponsor (\$5,000)  
Vanessa will ask Donovan (new manager) at Nubo if they will be sponsoring beer garden.
4. Social Media  
We have a proposal from Lindsey at Lets Bee Social for \$500/month. We agree that we need someone to handle this and help us grow and her skills and price are good for the PPBA. The board needs to vote on this asap. See attached proposal.