

Pleasure Point Business Association
Board Meeting Minutes
April 4, 2023
6-7pm @ PPD

Board Members Present:

- Derek Rupp, President
- Steven Gabay, Vice President
- Maria Neu, Treasurer
- Shannon Demma, Secretary
- Craig Jones, Member
- Jeff Bettecourt, Member

Board Members Absent:

- David Adams, Member

Guests

- Ali Ducharme, PPBA Event Coordinator
- Brenna Ramsay, Pink Salt Spa Boutique

A. Golf Tournament - Seascape (Fundraiser + networking)

Derek met with the Golf people and obtained the following information:

- Minimum needed = 72 players to get it to go, 144 max, 108 ideal.
- \$75 per cart.
- Dinner = \$30-40 per person and they want every player to have dinner.
- \$1500 for the banquet room.

After discussing costs and possible donors and donor levels, the board decided not to pursue this and table it for next year. The return on investment would not justify the expense and the time/staff needed to organize it.

B. PPBA Mixers

[Next mixer @ Coast Wood Real Estate on April 20, 2023 from 5pm to 7pm
Coast Wood Real Estate](#)

The board discussed marketing and outreach for the next mixer. Jeff presented the new postcard. Maria suggested providing the host with the Flyer promoting PPBA membership and having them add it to a goodie bag or other handout. Ali will review this with Gretchen @ Coast Woods Real Estate.

The board also discussed the goal of the mixers vs. the board meetings. Board meetings are not open to the general public. They are for board members and invited

guests and employees. The mixers are a place where members can network, socialize and share ideas.

Action/Follow Up Items:

- Jeff will update the website.
- Jeff will add "Wine and Light Appetizers" to the postcard before printing 40 copies.
- Ali will discuss the PPBA Membership promotion flyer with Gretchen @ Coast Woods
- Jeff will send an email reminder one week before the event (4/13).

C. Sip n Stroll

[Saturday, April 22, 2023, 12pm to 5pm](#)

Ali is communicating with the Pour Locations and Vendors. She will create the Event Brite event to sell tickets and provide Jeff with the QR code for the website and flyers. The posters are completed. Check-in location will be the same as last year at Back In Shape Chiropractic.. Once locations are established, the maps will be printed.

The board discussed if members who have not paid their membership dues would be allowed to participate in the event.

Jeff proposed that each business must be a member to participate in the Sip & Stroll. Derek suggested a \$150 fee per Sip & Stroll to any business that wants to participate to cover the administrative costs. After discussion, the board agreed to allow non-members and/or members who have not paid their fees, to participate in the April Sip & Stroll by paying a \$150 administrative fee instead of paying for a membership. For the October Sip & Stroll, a paid membership will be required to participate. *The motion passed unanimously.*

The board also asked that all fees (membership dues or Sip & Stroll administrative fees), be collected by Friday, April 14, 2023 for participation.

Jeff will send an email to members advertising the Sip & Stroll.

An email will go out to Pour locations with the Social Media graphics along with logistics.

Action/Follow Up Items

- Ali will create Eventbrite "event" for ticket sales and provide link and QR to Jeff.
- Ali to follow up with businesses who have not paid their membership dues
- Shannon to share with Ali prior emails from Bell to Pour locations about logistics and social media graphics.
- Jeff to make a postcard to handout

- We need check-in staff (approx. 5- 6 people)

D, Street Faire

[Saturday, June 24th](#)

The board reviewed the new draft of the logo. 35 businesses have signed up. The time is still not confirmed and we are awaiting approval. Derek will confirm time. The stage and sound have been secured per David. Jeff reviewed the website details and updated the following information:

- We have a number of local bands (removed the number)
- Kids zone - yes
- Skateboard contest
- Over 100 vendors
- Beer garden that will feature beer, spirits, and mimosa - alvarado, deep eddy, west peak.
- Change to food from local food vendors.

The board discussed the need to outline Sponsorship levels - the cost and what is included. We currently have one Gold Sponsor (Walt Eller Company).

The board confirmed that musicians will receive lunch, a shirt and a drink token.

Derek will vet vendors and notify of acceptance.

Action/Follow Up items:

- Jeff to update website per above
- Jeff to remove autoresponder date on emails
- Ali to provide Jeff with Sponsorship levels and Jeff will publish on website
- Derek/Ali - follow up with potential vendors

Adjourned at 7pm,

Next Board Meeting, Tuesday, May 2, 2023 from 6 to 7pm, location TBD.

Minutes approved by Derek Rupp, President, April 5th, 2023.

Shannon Demma *4-7-2023*

Shannon Demma, Secretary