



Pleasure Point Business Association

Board Meeting Minutes

DATE/TIME: Tuesday, June 6, 2023 - 5:30pm to 7pm

LOCATION: Hip & Chick Organiks, 745 41st Avenue, Santa Cruz, CA 95062

Board Members Present:

- Derek Rupp, President
- Steven Gabay, Vice President
- Maria Neu, Treasurer
- Shannon Demma, Secretary
- Jeff Bettencourt
- David Adams (Present at beginning to share band information)

Board Members Absent:

- Craig Jones

Guests:

- Ali Ducharme
- Patti Eller-Robb

1. Patti Eller attended to discuss Street Fair:
 - a. **Blue Water?** will provide free water for the Fair and have a booth. The vendor needs access to a water spigot. Patti said there is a spigot behind the green PG&E transformer (close to the bus stop). This would probably be booth #55 or #56. She will have metal water bottles for sale. Water will be the temperature of the spigot (not cold).
 - b. Patti requested that if there are any cars in the parking lot overnight remaining on the morning of the Street Fair - please do not tow them. Jeff will put No Parking signs up prior to the event around the parking lot area and their businesses.
 - c. Patti needs certificates of insurance by the deadline. Ali said she has them and will forward them to her.
 - d. **The Association will make flyers for Suda to pass and tell them where to leave cars.**
 - e. **For the 2024 Street Fair, Patti is requesting no booths in front of Suda. This would equate to removing four booths (Approx. 20' from driveway entrance to the parking lot).**
 - i. **Derek has put it in his calendar to review with Patti in January of next year to discuss a solution that will accommodate everyone's concerns. Derek will reach out to Patti in January 2024.**



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2. Street Fair Update from Dave Adams - all stages are in place. Three bands per each stage. He will send invoices to Maria. David will get the T-Shirt sizes to Jeff so we can have their T-Shirts ready for them.
3. Review of financials from Sip & Stroll
 - a. Moved to August meeting. We do not have all of the invoices yet.
4. Street Fair
 - a. We have over 100 applicants (we received 37 applications in the last two weeks). Many vendors have not paid the deposit and/or second installment for their booths. Additionally, there are vendors who have signed up for booths who are not PPBA members. Maria and Ali will meet on 6/7/2023 to review the list and follow up with the people who have not paid, letting them know Friday is the deadline for payment (for both booths and memberships is applicable). Derek would like to be cc'd on these emails. For future Street Fairs, we need to discuss a different method for collecting money.
 - b. We have scheduled a Street Fair wrap up meeting on July 27th.
 - c. Central Fire contacted us and wants to participate. Ali will follow up with them and confirm what they are going to bring (i.e. what is their footprint?) so Derek can decide where to put them for easy egress in case of an emergency.
 - d. Ed from Stop Co. will do all signs for the road, the same as last year. He will also leave us some additional barricades we can use in the beer garden.
 - e. Maria is purchasing the additional tablets 6/7/2023.
 - f. Ali inquired about the detailed email she needs to send to the vendors. She will reach out to Craig for the boilerplate, preferably the one Brinn sent out in the past.
 - g. The PPBA will assign booth locations the day of the event. Craig, Derek and Ali will meet prior to this to make the booth assignments.
 - h. Ali will check in with Haven from the Live Oak Volunteer Center to review their duties.
 - i. The day of the event, the street closes at 7am. Vendors need to arrive early. Ali will ask select vendors to arrive the night before (Alexis Party Rental). Deep Eddy and Greenwaste will also be dropping off their items on Friday. Derek or Ali will meet them to review where to put said items.
5. August & October Mixers
 - a. August Mixer will be held **August 17th, from 5pm to 7pm** at the Rejuvenate Medi-Spa & Wellness,
6. Membership Update (New members & members who have not paid)
 - a. See above.
7. Social Media
 - a. Tabled for August
8. Next Meetings
 - a. Street Fair Wrap Up Meeting - June 27th @ 5:30pm **@ Hip & Chick?**
 - b. Next Board Meeting - August 1, 2023, 5:30pm @ Hip & Chick