

Coast Village Improvement Association
Interim Board of Directors'
2023 Annual Meeting - Minutes
Thursday November 16, 2023 – 8:30 a.m.
Montecito Inn Meeting Room
1295 Coast Village Road, Santa Barbara
or by Zoom

- I. Reception - Mingle with guests
- II. Welcome and call to order – *Trey Pinner call to order 8:48 a.m.*
- III. Roll Call *Suzi Schomer – absent due to travel*
- IV. Changes to the Agenda— *No changes to the agenda*
- V. Public Comment – *No public comment*
- VI. Review and approve October 19, 2023 Board minutes (**Action Item**)
Mike Chenoweth 1st, Robert Miller 2nd No objections. Unanimously approved.
- VII. Treasurer's Report: Michael Chenoweth
\$296,749.00 received to date (2023). Spent \$96,740.00
Public Comment – *No public comment*
- VIII. Presentation of 2024 Slate by the Nominating Committee: Vote on Coast Village Association incoming BOD (**Action Item**) *Motion to vote in BOD, Trey Pinner, 2nd Kevin Frank, No objections. Slate voted in as follows:*

<i>Board of Directors</i>	<i>Position</i>	<i>Approved</i>
<i>Trey Pinner</i>	<i>President</i>	<i>Yes 1- year</i>
<i>Robert Miller</i>	<i>Vice President</i>	<i>Yes 1- year</i>
<i>Mike Chenoweth</i>	<i>Treasurer</i>	<i>Yes 1- year</i>
<i>Jason Copus</i>	<i>Secretary</i>	<i>Yes 2- year</i>
<i>Trish Davis</i>	<i>Director</i>	<i>Yes 2- year</i>
<i>Francois DeJohn</i>	<i>Director</i>	<i>Yes 1- year</i>
<i>Kevin Frank</i>	<i>Director</i>	<i>Yes 2- year</i>
<i>Jeffrey Harding</i>	<i>Director</i>	<i>Yes 1- year</i>
<i>Rob Kooyman</i>	<i>Director</i>	<i>Yes 2- year</i>
<i>Michael MacElhenny</i>	<i>Director</i>	<i>Yes 2- year</i>
<i>Thorn Robertson</i>	<i>Director</i>	<i>Yes 1- year</i>
<i>Suzi Schomer</i>	<i>Director</i>	<i>Yes 2- year</i>

Public Comment – *No public comment*

IX. Rotating Board – Motion to pull straws for deciding rotation: 1-year and 2-year terms *Robert Miller 1st, Rob Kooyman 2nd, No objections*

X. President’s Report:

1. *This October, the city of Santa Barbara’s voted not to continue parklets on 2-way roads, and CVR (caveat there is another meeting Dec 5th to confirm this vote). The Executive Committee held a meeting with owners/managers of parklets to discuss outdoor dining and why this decision was made.*

Public Comment – *Dana Hansen is glad to hear the move to remove parklets and backs the CVIA, especially on the Holiday décor.*

XI. Executive Director’s Report

1. *Ghost Village Road successful with more participation from community and merchants.*
2. *Coast Village Week is in process. Press Blitz, promotions at most stores. Rain is impeding our foot traffic.*
3. *Holiday Event on December 7th (Montecito Foundation is sponsoring, Miramar to co-host the event with their sponsorship)*

Public Comment - *No public comment*

XII. Task Force Updates

- District Identity – Robert Miller
 - *Christmas Trees and lighting, banners, etc. have arrived and are going up on CVR the week after Thanksgiving.*
 - *Turn over the Marketing/Branding to Beth*
A large part of District Identity’s job is to create a sense of place and community. It has become more apparent that CVR is the Heartbeat of the area.
 - Marketing
 - *Events: Two Meet & Greets, Coast Village Week, Holiday event.*
 - *Press: MJ, SB Independent, Radio, local TV, Noozhawk*
 - *Website: Gateway to CVR –Enhance the visitor experience, boost business visibility, explore and be informed about upcoming events, community engagement, and next we will begin strategic partnerships. Event page have surpassed the homepage due to the press. (See presentation for data)*
 - *Social Media: 3,000% up after only up 16 days at this time. (See presentation for data)*
 - *Logo: Today everyone here will have the opportunity to vote on the logo.*
- Streets & Safety – Trey Pinner
 - *2024 Street Paving and Loading Zones planning phases (see presentation)*

Public Comment – *Dana Hansen indicated she is going in stores on CVR telling them all the good being done by CVIA. Discussed the model of CVIA vs. CVA so all in room understand that there is not a fee to the stores/merchants on CVR since the property owners are paying to support the District.*

XIII. New Business

XIV. Next CVIA Board meeting will be Thursday, January 18, 2024 @ 8:30 a.m., Montecito Inn (To be confirmed) **9: 38 a.m. Motion for adjournment: Trey Motion to adjourn, 1st Rob, Kooyman, Rob Miller 2nd**