

City of Capitola

CVWBIA Advisory Committee Meeting Agenda

Tuesday, January 27, 2:30 PM

City Hall Community Room

420 Capitola Avenue, Capitola, CA 95010

Members: Ted Burke, Daniel Castagnola, Kathleen French



Regular Meeting of the CVWBIA Advisory Committee – 2:30 PM

- 1. Roll Call**
- 2. Additions and Deletions to the Agenda**
- 3. Additional Materials**

Additional information related to an agenda item on this agenda and submitted to the City after distribution of the agenda packet pursuant to Government Code §54957.5.

4. Oral Communications by Members of the Public

Oral Communications allows time for members of the Public to address the Advisory Committee on any topics within the purview of the Advisory Committee that are not listed on the "General Government/Public Hearings" section of the Agenda. Individuals may not speak more than once during Oral Communications. All speakers must address the entire legislative body and will not be permitted to engage in dialogue.

5. Staff / Committee Comments

Comments are limited to three minutes.

7. New Business

All items listed in "New Business" are intended to provide an opportunity for public discussion of each item listed. The following procedure pertains to each General Government item: 1) Staff explanation; 2) Questions; 3) Public comment; 4) Deliberation; 5) Decision.

- A. CVWBIA Advisory Committee Meeting Minutes**
Recommended Action: Approve minutes.
- B. Mid-Year Project Income Statement**
Recommended Action: Review and discuss.
- C. CVWBIA Advisory Meeting Schedule for 2026**
Recommended Action: Approve meeting schedule for 2026.

10. Adjournment

Agenda and Agenda Packet Materials: The CVWBIA Advisory Committee Meeting Agenda is available on the City's website: www.cityofcapitola.org on Friday before the Tuesday meeting. If you need additional information, please contact City Hall at (831) 475-7300.

American with Disabilities Act: Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individual with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodation to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at (831) 475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.

Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal shall set forth appellant's name, phone number, address to which notices may be sent to the appellant, and the grounds upon which the appeal is made.

City of Capitola

CVWBIA Advisory Committee Meeting Minutes

Monday, August 11, 3:00 PM

City Hall Community Room

420 Capitola Avenue, Capitola, CA 95010

Members: Ted Burke, Daniel Castagnola, Kathleen French



Regular Meeting of the CVWBIA Advisory Committee – 3 PM

1. **Roll Call – Present: Committee Members Burke and Castagnola. Absent: Committee Member French.**
2. **Additions and Deletions to the Agenda – None**
3. **Additional Materials – None**
4. **Oral Communications by Members of the Public – None**
5. **Staff / Committee Comments – None**
6. **New Business**

- A. Oath of Office

Recommended Action: Sign oaths of office.

The City Clerk administered the oaths of office for Committee Members Burke and Castagnola.

Public Comment: None

- B. Appointment of Committee Chair

Recommended Action: Select Chair for Advisory Committee.

Public Comment:

- Anthony Guajardo

*Motion to appoint Kathleen French as Chair of the Committee: Committee Member Burke
Second: Committee Member Castagnola
Vote: 2-0-1 (Committee Member French Absent)*

- C. CVWBIA Advisory Committee Overview & Meeting Schedule for 2025

Recommended Action: Review bylaws, discuss format for Advisory Committee meetings, and approve meeting schedule for 2025.

The Assistant to the City Manager presented the staff report. The City Clerk discussed the bylaws and provided information on the Brown Act pertaining to conduct of meetings.

Public Comment: None

Motion to approve a meeting schedule with the next Committee Meeting on Tuesday, January 13, 2026, at 3 PM: Committee Member Burke
Second: Committee Member Castagnola
Vote: 2-0-1 (Committee Member French Absent)

D. Capitola BIA Annual Report and Proposed Fiscal Year 2025-26 Budget

Recommended Action: Recommend for acceptance by City Council: 1) The method and basis of levying the assessments and 2) The expenditure of revenues derived from the levy of assessments (the annual report and proposed budget).

The Assistant to the City Manager presented the staff report.

Public Comment:

- *Anthony Guajardo*

Motion to recommend for acceptance by the City Council: 1) The method and basis of levying the assessments and 2) The expenditure of revenues derived from the levy of assessments (the BIA Annual Report and Budget): Committee Member Burke
Second: Committee Member Castagnola
Vote: 2-0-1 (Committee Member French Absent)

10. Adjournment – The meeting adjourned at 3:37 PM.

Approved by the CVWBIA Advisory Committee on [DATE].

Chloé Woodmansee
Assistant to the City Manager

Item 7.B

CVWBIA Advisory Committee

Agenda Report

Meeting: January 27, 2026

From: Chloé Woodmansee, Assistant to the City Manager

Subject: Mid-Year Project Income Statement



Recommended Action: Review and discuss.

Background/Discussion: Capitola City Council approved the Capitola BIA's annual report, proposed fiscal year 2025-26 budget, and the BIA's assessment method in summer 2025. At that time, the City also entered a contract with the BIA for a scope of work, which is included as Exhibit A.

Exhibit B is a project income statement and balance sheet from December 2025, showing the recent financial status of the BIA regarding the assessment.

Attachments:

1. Exhibit A: Approved scope of work
2. Exhibit B: Income statement and balance sheet

Attachment One:
Scope of Work

	FY 23/24	FY 24/25	FY 25/26	FY 25/26	FY 25/26	Notes
	Actual	Adopted Budget	Assessment Budget	TOT Budget	Total Budget	
Beginning Fund Balance	\$ 44,242	\$ 32,486	\$ 18,000		\$ 18,000	
Revenues						
Member Assessment	53,854	53,370	55,000		55,000	
Associate Assessment		0			0	
Assessment Revenues - Trade	0	0			0	
Late Fees	0	0			0	
TOT Revenue	36,761	37,000	0	35,000	35,000	
Sip N' Stroll	41,704	54,000	54,000		54,000	
Cookie Walk		2,500	5,000		5,000	
Interest Revenue	1,936	100	100		100	
Total Revenues	\$ 134,254	\$ 146,970	\$ 114,100	\$ 35,000	\$ 149,100	
Total Source of Funds	\$ 178,496	\$ 179,456	\$ 132,100	\$ 35,000	\$ 167,100	
Expenditures						
Charitable Donations		6,000	6,000		6,000	
CDS Direct Distribution	3,028	4,000	4,000		4,000	
Doubtful Accounts	8,376	5,000	3,000		3,000	Scope of Work
Insurance	0	2,000	2,000		2,000	
Office Supplies	418	1,000	500		500	
Storage Unit	1,836	1,700	2,000		2,000	Scope of Work
Renewal	636	800	800		800	Scope of Work
Total Administration	\$ 14,293	\$ 20,500	\$ 18,300	\$ -	\$ 18,300	
City Accounting Services	\$ 4,200	\$ 4,200	\$ 4,200		\$ 4,200	Scope of Work
City Public Works	3,000	3,000	3,000		3,000	Scope of Work
Total City Services	\$ 7,200	\$ 7,200	\$ 7,200	\$ -	\$ 7,200	
Ambassador	\$ 6,600	\$ 7,200	\$ 6,000		\$ 6,000	Scope of Work
Communications Manager	25,500	18,000	36,000		36,000	Scope of Work
Directories Printing	74	2,000	4,500		4,500	
VSC TV Partnership	9,407	0	25,000		25,000	
VSC Map	700	400	0		0	
Insurance	1,435	2,000			0	
Miscellaneous Print	2,990	0			0	
Miscellaneous Advertising		15,000	0		0	
Miscellaneous Marketing			0		0	
Monterey Travel Magazine		600			0	
Print Explore		1,000			0	
Social Media Boost	2,250	3,000	1,500		1,500	
Website Management	7,199	6,000	10,000		10,000	
Video Photo Production		6,000	3,000		3,000	
Village Enhancement	13,340	16,000	0	14,000	14,000	
Total Marketing	\$ 69,496	\$ 77,200	\$ 86,000	\$ 14,000	\$ 100,000	
Holiday & Events	\$ 474	\$ 15,000	\$ 0	\$ 4,000	\$ 4,000	
Palm Tree Lights		0	0		0	
Sip N' Stroll - Cookie Walk	54,547	36,000	36,000		36,000	
Total Special Events	\$ 55,021	\$ 51,000	\$ 36,000	\$ 4,000	\$ 40,000	
Total Expenditures	\$ 146,011	\$ 155,900	\$ 147,500	\$ 18,000	\$ 165,500	
Ending Fund Balance	\$ 32,486	\$ 23,556			\$ 1,600	



Project Income Statement

Year-to-Date Through 12/31/25

Project Number	Project Description	Status		Budget	Actual	Encumbered	Balance	% of Budget
Project PRBI - CVWBIA								
Category - ABCT	ABC TV	Active	EXPENSES	.00	.00	.00	.00	+++
Category - ADMN	ADMINISTRATIVE ASSISTANT	Cancelled	EXPENSES	.00	.00	.00	.00	+++
Category - AMAR	Associate Member Assessment	Active	REVENUES EXPENSES	.00 .00	.00 .00	.00 .00	.00 .00	+++ +++
	Category AMAR - Associate Member Assessment	Net		\$0.00	\$0.00		\$0.00	+++
Category - BANR	Light Pole Banners	Active	EXPENSES	.00	.00	.00	.00	+++
Category - BASK	Welcome Baskets	Active	EXPENSES	.00	.00	.00	.00	+++
Category - BIAR	Member Assessment Revenue	Active	REVENUES EXPENSES	.00 .00	53,467.50 .00	.00 .00	(53,467.50) .00	+++ +++
	Category BIAR - Member Assessment Revenue	Net		\$0.00	\$53,467.50		(\$53,467.50)	+++
Category - BLVE	BELIEVE ADVERTISING CONSULTANT	Completed	EXPENSES	.00	.00	.00	.00	+++
Category - BTRD	Trade Gift Certificates	Active	REVENUES EXPENSES	.00 .00	.00 .00	.00 .00	.00 .00	+++ +++
	Category BTRD - Trade Gift Certificates	Net		\$0.00	\$0.00		\$0.00	+++
Category - CDS	CDS Direct Distribution	Active	EXPENSES	.00	.00	.00	.00	+++
Category - CHMB	Chamber Services	Active	EXPENSES	.00	.00	.00	.00	+++
Category - CLCT	Collection Agency	Active	REVENUES EXPENSES	.00 .00	.00 .00	.00 .00	.00 .00	+++ +++
	Category CLCT - Collection Agency	Net		\$0.00	\$0.00		\$0.00	+++
Category - CNAB	Ambassador	Active	EXPENSES	.00	4,200.00	.00	(4,200.00)	+++
Category - CNSL	Communications Manager	Active	EXPENSES	.00	19,800.00	.00	(19,800.00)	+++
Category - CTBL	City Billing & Collection	Active	EXPENSES	.00	2,100.00	.00	(2,100.00)	+++
Category - CVC	VSC TV Partnership	Active	EXPENSES	.00	.00	.00	.00	+++
Category - DBTF	Doubtful Accounts	Active	EXPENSES	.00	.00	.00	.00	+++
Category - DON	Charitable Donations	Active	EXPENSES	.00	.00	.00	.00	+++
Category - DRPR	Directories Printing	Active	EXPENSES	.00	.00	.00	.00	+++
Category - GIFT	Trade Certificates Used	Active	EXPENSES	.00	.00	.00	.00	+++



Project Income Statement

Year-to-Date Through 12/31/25

Project Number	Project Description	Status	Budget	Actual	Encumbered	Balance	% of Budget
Project PRBI - CVWBIA							
Category - GOOG	Print Google Ads	Active	EXPENSES	.00	.00	.00	.00
Category - HLDT	Holiday Trees	Active	EXPENSES	.00	.00	.00	.00
Category - HLDY	Holiday Advertising	Active	EXPENSES	.00	.00	.00	.00
Category - HLEV	Holiday Events	Active	REVENUES	.00	.00	.00	.00
			EXPENSES	.00	2,400.00	.00	(2,400.00)
		Category HLEV - Holiday Events	Net	\$0.00	(\$2,400.00)	\$2,400.00	+++
Category - INSR	Insurance	Active	EXPENSES	.00	1,757.00	.00	(1,757.00)
Category - LAIF	LAIF Interest	Active	REVENUES	.00	250.52	.00	(250.52)
			EXPENSES	.00	.00	.00	+++
		Category LAIF - LAIF Interest	Net	\$0.00	\$250.52	(\$250.52)	+++
Category - LATE	Late Fees	Active	REVENUES	.00	.00	.00	+++
			EXPENSES	.00	.00	.00	+++
		Category LATE - Late Fees	Net	\$0.00	\$0.00	\$0.00	+++
Category - LOGO	Logo/Branding	Active	EXPENSES	.00	.00	.00	.00
Category - MAG	SACRAMENTO/FRESNO MAGAZINE	Cancelled	EXPENSES	.00	.00	.00	.00
Category - MBTM	Monterey Bay Travel Magazine	Active	EXPENSES	.00	.00	.00	.00
Category - MISC	Misc. Revenue	Active	REVENUES	.00	.00	.00	+++
			EXPENSES	.00	.00	.00	+++
		Category MISC - Misc. Revenue	Net	\$0.00	\$0.00	\$0.00	+++
Category - MNTC	City Public Works Maintenance	Active	EXPENSES	.00	1,500.00	.00	(1,500.00)
Category - MSCP	Misc. Print	Active	EXPENSES	.00	.00	.00	.00
Category - MSTV	Misc. TV/Theater	Active	EXPENSES	.00	12,867.51	.00	(12,867.51)
Category - OFFC	Office Supplies	Active	EXPENSES	.00	425.66	.00	(425.66)
Category - PREX	Print Explore	Active	EXPENSES	.00	.00	.00	.00
Category - PRTC	PRINT CVC SUNSET	Cancelled	REVENUES	.00	.00	.00	+++
			EXPENSES	.00	.00	.00	+++
		Category PRTC - PRINT CVC SUNSET	Net	\$0.00	\$0.00	\$0.00	+++
Category - PRTV	PRINT VIA	Cancelled	EXPENSES	.00	.00	.00	+++



Project Income Statement

Year-to-Date Through 12/31/25

Project Number	Project Description	Status		Budget	Actual	Encumbered	Balance	% of Budget
Project PRBI - CVWBIA								
Category - RDIO	RADIO ADVERTISING	Completed	EXPENSES	.00	.00	.00	.00	+++
Category - RDTV	Radio/TV/Print Advertising-Misc.	Completed	EXPENSES	.00	.00	.00	.00	+++
Category - RENW	Renewal	Active	EXPENSES	.00	181.80	.00	(181.80)	+++
Category - SCMB	Social Media Boost	Active	EXPENSES	.00	.00	.00	.00	+++
Category - SFG	San Francisco Guide	Active	EXPENSES	.00	.00	.00	.00	+++
Category - SMRM	Summer Magazine	Active	EXPENSES	.00	.00	.00	.00	+++
Category - SSCW	Sip & Stroll/Cookie Walk	Active	REVENUES	.00	15,000.00		(15,000.00)	+++
			EXPENSES	.00	7,571.00	.00	(7,571.00)	+++
		Category SSCW - Sip & Stroll/Cookie Walk	Net	\$0.00	\$7,429.00		(\$7,429.00)	+++
Category - STDR	STREET DIRECTORIES	Cancelled	EXPENSES	.00	.00	.00	.00	+++
Category - STRG	Storage Unit	Active	EXPENSES	.00	.00	.00	.00	+++
Category - TOT	Transient Occupancy Tax	Active	REVENUES	.00	14,233.52		(14,233.52)	+++
			EXPENSES	.00	14,233.52	.00	(14,233.52)	+++
		Category TOT - Transient Occupancy Tax	Net	\$0.00	\$0.00		\$0.00	+++
Category - TREE	Palm Tree Lights	Active	REVENUES	.00	.00	.00	.00	+++
			EXPENSES	.00	.00	.00	.00	+++
		Category TREE - Palm Tree Lights	Net	\$0.00	\$0.00		\$0.00	+++
Category - TV	TV	Completed	EXPENSES	.00	.00	.00	.00	+++
Category - UNAN	Unanticipated Events	Active	EXPENSES	.00	.00	.00	.00	+++
Category - VILG	Village Enhancement	Active	EXPENSES	.00	.00	.00	.00	+++
Category - VSCG	VSC Travel Guide	Active	EXPENSES	.00	.00	.00	.00	+++
Category - VSCM	VSC Map	Active	EXPENSES	.00	.00	.00	.00	+++
Category - VSCN	VSC Newsletter	Active	EXPENSES	.00	.00	.00	.00	+++
Category - WEBS	Website Management	Active	EXPENSES	.00	3,268.88	.00	(3,268.88)	+++
Category - YBMI	Yellow Bus Market Identification	Active	EXPENSES	.00	.00	.00	.00	+++



Project Income Statement

Year-to-Date Through 12/31/25

Project Number	Project Description	Status	Budget	Actual	Encumbered	Balance	% of Budget
		Project PRBI - CVWBIA Totals					
		REVENUES	.00	82,951.54		(82,951.54)	+++
		EXPENSES	.00	70,305.37	.00	(70,305.37)	+++
		Project PRBI - CVWBIA Net	\$0.00	\$12,646.17		(\$12,646.17)	+++
		Grand Totals					
		REVENUES	.00	82,951.54		(82,951.54)	+++
		EXPENSES	.00	70,305.37	.00	(70,305.37)	+++
		Grand Totals Net	\$0.00	\$12,646.17		(\$12,646.17)	+++



Balance Sheet

Through 12/31/25
Detail Listing
Include Rollup Account/Rollup to Account

Account	Account Description	Current YTD Balance	Prior Year YTD Total	Net Change	Change %
Fund Category	Governmental Funds				
Fund Type	Special Revenues				
Fund	1321 - BIA - Capitola Village-Wharf BIA				
	ASSETS				
1000	Cash				
1000.000	Cash Operating	35,295.62	43,220.92	(7,925.30)	(18.34%)
	1000 - Cash Totals	\$35,295.62	\$43,220.92	(\$7,925.30)	(18.34%)
1100	Accounts receivable				
1100.400	Accounts receivable Business improvement area	10,815.00	6,667.50	4,147.50	62.20%
	1100 - Accounts receivable Totals	\$10,815.00	\$6,667.50	\$4,147.50	62.20%
	ASSETS TOTALS	\$46,110.62	\$49,888.42	(\$3,777.80)	(7.57%)
	LIABILITIES AND FUND EQUITY				
	LIABILITIES				
2000	Accounts payable				
2000.000	Accounts payable Operating	.00	3,120.00	(3,120.00)	(100.00%)
	2000 - Accounts payable Totals	\$0.00	\$3,120.00	(\$3,120.00)	(100.00%)
	LIABILITIES TOTALS	\$0.00	\$3,120.00	(\$3,120.00)	(100.00%)
	FUND EQUITY				
2850	Fund balance - undesignated				
2850.000	Fund balance - undesignated operating	32,485.58	32,485.58	.00	.00
	2850 - Fund balance - undesignated Totals	\$32,485.58	\$32,485.58	\$0.00	0.00%
	FUND EQUITY TOTALS Prior to Current Year Changes	\$32,485.58	\$32,485.58	\$0.00	0.00%
	Prior Year Fund Equity Adjustment	13,254.65	.00		
	Fund Revenues	(82,951.54)	(85,519.23)		
	Fund Expenses	56,071.85	71,236.39		
	FUND EQUITY TOTALS	\$46,110.62	\$46,768.42	(\$657.80)	(1.41%)
	LIABILITIES AND FUND EQUITY TOTALS	\$46,110.62	\$49,888.42	(\$3,777.80)	(7.57%)
Fund	1321 - BIA - Capitola Village-Wharf BIA Totals	\$0.00	\$0.00	\$0.00	+++
Fund Type	Special Revenues Totals	\$0.00	\$0.00	\$0.00	+++
Fund Category	Governmental Funds Totals	\$0.00	\$0.00	\$0.00	+++
	Grand Totals	\$0.00	\$0.00	\$0.00	+++