

Kiwanis Club of Scotts Valley

AI Summary Minutes for April 8, 2026 Meeting

Attendees: Jake Stenton, Mike Smith, Mike Stewart, Robbie Cadwallader, Steve Snell, Mark Correira, Marques Hunter, Darshana Croskrey, Linda Benko, Jayson Rutherford, Jennifer Joy, and Jim Neef.

Kiwanis Club Website Update

The meeting covered several key points: the website's new functionality, including a calendar and password-protected member information. The website now hosts event details, sponsor lists, and meeting notes. The club discussed the need for updated marketing materials and sponsorship efforts, noting three main events: Fourth of July, Motorcycle Show, and Music at Sky Park. Sponsorships are lagging, with only three confirmed so far. The Key Club is operational, and the Scotts Valley Cultural and Performing Arts Center is undergoing management changes. Upcoming events include a citywide cleanup on May 8 and a viewing of the State of the City presentation on April 17.

Action Items

- Update the club website calendar entries for upcoming events (including Big Brothers / Big Sisters Club bowling on **Apr. 25th**, stage setups, and any additional known activities).
- Print additional copies of the sponsor brochure (around 50 more) to supplement home printing.
- Meet with the local office contact to obtain a counter display stand for the sponsor brochure if available.
- Send the scholarship applications again from Google Drive to the relevant committee members and ask them to confirm access and correct any issues with the sharing settings.
- Speak with Allison from the city to confirm that the club may participate in both Sky Park cleanup and broader street cleanup during the **May 8** citywide effort.
- Sponsorship spreadsheet update: capture any new sponsors who commit after this meeting onto the second sheet of the spreadsheet.
- Revise the Music at Sky Park sponsorship sell sheet to reflect current details (band, date, pricing) and reuse it for this year's campaign.
- Coordinate with Mike Rein to brief him on the three summer events (Motorcycle Show, **July 4** parade support, and Music at Sky Park) and discuss radio promotion opportunities.
- Send the finalized Music at Sky Park contracts to the selected bands this week.
- Add sections to the website for member calendars and meeting notes, and integrate sponsorship information into a dedicated page.
- Inform the city of Scotts Valley that the club plans to use the reserved space for a Battle of the Bands event in July.
- Screenshot the document that Jake created for Music at Sky Park and share it with group.

- [] Send the password for the members area of the website to all club members via email.
- [] Follow up with the contact at Central Home Supply next week regarding their participation in Music at Sky Park.
- [] Email the digital version of the sponsor spreadsheet to the person who requested it so they can distribute it to others.
- [] Invite the Key Club advisor to the next Kiwanis breakfast and welcome her to the club.
- [] Follow up with Olivia and Christine about organizing the planned planting event.
- [] Finalize the band lineup and sound setup for the **August 30** Music at Sky Park event and coordinate with the venue on technical requirements.
- [] Review the updated sponsorship sell sheet and send it to the band for their review and approval before finalizing.
- [] Send out and share the newsletter advertisement for the **April 17** State of the City viewing event with club members and encourage them to attend.
- [] Provide the membership form for the new member to the appropriate person (Jennifer) and ensure she receives orientation once the form is returned. (Similarly for Rob Adam's wife.)

Outline

Website and Calendar Updates

- Linda discusses the attendance sheet and a thank you note from UCSC kids.
- Linda mentions being absent for the next two meetings and the cancellation of Kiwanis breakfast meeting in 2 weeks in favor of **evening meeting at Mountain Mike's Apr 22nd, 6:30 pm.**
- Linda talks about the website, including a calendar and how to access it.
- Steve explains the website migration process and the new account setup.

Website Navigation and Password Access

- Steve details the navigation changes on the website, including a password-protected members' section.
- Linda emphasizes the importance of updating personal information on the website.
- Steve mentions the addition of a section for meeting notes and sponsorship information.
- Linda and Steve discuss the need for a staging environment for website updates.

Email and Domain Setup

- Steve talks about setting up email addresses for club members.
- Linda suggests using generic email addresses for different roles within the club.
- Steve mentions the setup of an email address for SteveSnell@SVKiwanis.org (for example).
- Linda encourages everyone to check the website and add events as needed (& "fun fact" sheet).

Music at Sky Park and Facebook Updates

- Linda discusses the need to update the Facebook page for Music at Sky Park.
- Mark offers to screenshot the document prepared by Jake for the event.
- Linda mentions the cancellation of Leland and consideration of Xenia as sponsor for the event.
- Linda talks about the sponsored list on the website and the need to update it.

Sponsorship and Publicity.

- Mark mentions the need for a poster for the Fourth of July event.
- Mike Stewart talks about the marketing plan for the motorcycle show and Music at Sky Park.
- Ray suggests creating posters and banners for all three events.

Event Marketing and Sponsorship

- Mike Stewart discusses the need for a poster for Music at Sky Park and the lack of sponsors.
- Mark mentions the importance of advertising sponsors at different events.
- Linda talks about the need to update the sponsorship levels sheet.
- Ray suggests linking up with Mike Rein for overall marketing strategy.

Scholarship Applications and Key Club Update

- Linda mentions the receipt of scholarship applications and the need to publicize the music scholarship.
- Jake provides an update on the Scotts Valley Key Club, including the appointment of Melina Clark as faculty advisor.
- Jake discusses plans for planting and the Battle of the Bands event.
- Mark offers to inform the city about the Key Club's plans.

Highway Cleanup and Citywide Cleanup

- Linda mentions the highway cleanup on Saturday and the participation in Caltrans' statewide cleanup.
- Linda discusses the upcoming citywide cleanup on **May 8** and the need for volunteers.
- Ray talks about the resignation of the manager at the Scotts Valley Cultural and Performing Arts Center.
- Ray mentions the upcoming trip to Spain and Portugal.

State of the City Viewing

- Darshana announces a viewing of the State of the City presentation on **April 17**.
- Darshana emphasizes the importance of spreading the word about the event.
- Darshana mentions the need to educate the public about the changes in the city's landscape.
- Linda encourages everyone to attend the viewing and support the event.

Generated by Otter transcription app.

Speaker names have been edited by the Secretary and might not always be accurate.