

Kiwanis Club of Scotts Valley

Minutes for March 4, 2026 Meeting

Club Marketing and Events Planning

The meeting discussed various initiatives and updates. The new chief was congratulated, and a decision was made to pay \$16 for Key Club involvement. Steve presented a marketing plan to improve social media and website visibility, including SEO and email collection. The club debated holding monthly evening meetings on the fourth Wednesday of the month, starting with Steel Bonnet. Updates included the motorcycle show, Fourth of July planning, and a scholarship committee formation. The group also discussed volunteer opportunities for a wellness event at the high school and a food sorting event at Valley Churches United.

Transcript

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Action Items

- Check seating and availability for proposed monthly evening meeting venues (Laughing Monk, Empire Grill, Steel Bonnet), confirm they can seat the group, and report back with recommended rotation and times.
- Form the scholarship committee (confirm members including Tim and Rob) and proceed with scholarship committee tasks.
- Coordinate stage setup and takedown for the wellness event (setup Fri Mar 27 ~4:00pm; takedown Sat evening) and organize volunteer sign-ups for those shifts.
- Provide the tactical marketing / go-to-market plan, implement initial website and social recommendations, and give ongoing updates to the club (baseline, SEO, email capture, content cadence).
- Establish a website traffic baseline and report current traffic metrics so optimization efforts can be measured.
- Add an email capture form/pop-up to the homepage to collect visitor emails for event and club updates.

- [] Register the domain musicatskypark.com and prepare a Sky Park-specific site/page optimized for search and promotional use.
- [] Create and publish a bands page (band cards) on the site, include promotion requirements for signed bands, and promote linked band pages to boost SEO.
- [] Review and update sponsorship tiers, broaden the sponsorship pitch to cover the Kiwanis of Scotts Valley organization (not just Sky Park), and produce sponsor card templates and an online payment form.
- [] Give website administrator access to the volunteer (so they can see Bluehost/WordPress backend and evaluate required add-ons/costs).
- [] Set a calendar reminder one week before the new monthly evening meeting and send the meeting blast to the group.
- [] Publish the motorcycle show flyer/packet online and email the committee packet and registration link to members.
- [] Confirm power availability and technical power requirements (including whether 220/50A or generator will be needed) for the Fourth of July stage and report findings to the committee.
- [] Distribute motorcycle show flyers in the community and drop a stack at Pace Hardware (deliver printed flyers to agreed locations).
- [] Confirm availability of the alternate stage (previously used at Aptos Park), and clarify pickup/takedown scheduling and logistics.

OUTLINE

New Chief and Poster Distribution

- Speaker 1 congratulates the new chief and mentions the importance of the speech.
- Speaker 1 discusses a sell sheet for door-to-door distribution to promote their activities.
- Speaker 1 mentions Jake's involvement with SLV for their Key Club and the decision to pay half of their \$16 fee.
- Speaker 3 and Speaker 5 discuss the decision to pay the full \$16 fee for the Key Club.

Marketing Plan and Social Media Improvement

- Speaker 1 introduces Steve's marketing plan, highlighting his experience with big companies like Apple and Adobe.
- Speaker 6 outlines the plan to improve social media, increase community visibility, and promote club membership.
- Speaker 6 suggests adding an email collection form on the homepage to build a marketing list.
- Speaker 6 proposes updating the homepage with fresh content monthly and registering a URL for Sky Park events.

Website Management and Technical Challenges

- Speaker 9 emphasizes the need for a professional website manager due to the technical expertise required.
- Speaker 6 offers to establish the base plan for the website but acknowledges the need for someone to manage it.
- Speaker 9 mentions the challenges of managing the current free website and the need for paid hosting.
- Speaker 6 suggests using a hosting company with templates to simplify the management process.

Fundraising and Sponsorship Opportunities

- Speaker 1 updates on efforts to secure corporate sponsorships, mentioning a conversation with Wells Fargo.
- Speaker 1 discusses the success of the Scott Valley Educational Foundation in raising significant funds.
- Speaker 8 suggests broadening the sponsorship pitch to include Kiwanis of Scotts Valley.
- Speaker 6 proposes creating a sponsor card template for easy use and payment options.

Monthly Evening Meetings and Social Events

- Speaker 1 suggests reintroducing monthly evening meetings to increase attendance and engagement.
- Speaker 5 raises concerns about the impact on business efficiency but agrees on the social aspect.

- Speaker 9 proposes a trial period of three months to test the new meeting format.
- The group agrees to hold the meetings on the fourth Wednesday of the month, starting with Steel Bonnet.

Motorcycle Show and Volunteer Opportunities

- Speaker 17 provides updates on the motorcycle show, including the distribution of official flyers and early registrations.
- Speaker 5 and Speaker 3 discuss the logistics of the crowd fee and the importance of having flyers available.
- Speaker 19 mentions the need for volunteers to set up and tear down the stage for the wellness event at the high school.
- Speaker 5 and Speaker 19 discuss the details of the volunteer sign-up and the importance of timely setup and teardown.

Fourth of July Planning and City Coordination

- Speaker 9 updates on the Fourth of July planning, including the layout and power requirements for the stage.
- The group discusses the possibility of selling beer, wine, and water as part of the fundraising efforts.
- Speaker 12 and Speaker 19 discuss the logistics of running power cables and the need for a generator.
- Speaker 9 mentions the city's approval for selling alcohol and the need to coordinate with the city for power connections.

Scholarship Committee and Volunteer Opportunities

- Speaker 2 provides an update on the scholarship committee, mentioning the need for additional members.
- Speaker 5 discusses the upcoming food sorting event at Valley Churches United and the need for volunteers.
- Speaker 3 mentions the success of the previous food sorting event and the positive feedback from the organizers.

- Speaker 5 highlights the importance of the food sorting event in addressing local food insecurity.

Final Remarks and Acknowledgments

- Speaker 1 thanks everyone for their contributions and participation in the meeting.
- Speaker 13 expresses gratitude for being part of the club and acknowledges the amazing turnout.
- Speaker 2 and Speaker 5 appreciate the short speeches and the positive atmosphere of the meeting.
- Speaker 11 shares the success of the Newsies and Scott event, praising the production quality and financial success.