



Downtown Santa Barbara

IMPROVEMENT ASSOCIATION

PLACEMAKING AND IDENTITY COMMITTEE MEETING Friday, October 9, 2026, 10 AM-11 AM

In Person:

419 State Street, Santa Barbara, CA 93103

Remote Attendance

<https://us02web.zoom.us/j/8708247399>

AGENDA

1. **Welcome, Call to Order & Introductions** Anne Petersen (AP)
2. **Public Comment** (3 minutes per person)
3. **Minutes** A. Peterson Vote 3 mins
4. **Review of Draft Budget** R. Elander Discussion 20 mins
Recommended Action: Review and share feedback on draft budget for 2027.
5. **Community Updates** A. Petersen Update 10 min
Recommended Action: Receive updates from committee and community members.
6. **Organizational Updates** DSBIA Staff Update 15 min
Recommended Action: Receive an update on highlighted DSBIA projects and district initiatives.
Public Comment
 - a. State Street Master Plan / Interim Operations
 - b. Window Beautification Program updates
 - c. Security Patrol
 - d. Mural Program
 - e. Holiday Parade
 - f. Other
7. **Timing of Next Meetings:** A. Petersen Update 10 mins
Confirm November 13, December 11 and January 8, Feb. 12 meeting schedule or revise as needed.
Consider upcoming agenda topics and if we may want to consider every other month or quarterly meetings going forward.
8. **Adjourn** A. Peterson

Next Meeting: TBD

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited. Order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. Any person with a disability who requires accommodations in order to participate in this meeting or for package materials in an alternative format should telephone the office at (805) 962-2098 x 801 at least 48 hours prior to the meeting in order to make a request for a disability-related modification or accommodation. Copies of records provided to committee members which relate to any agenda item to be discussed in open session may be obtained via the website at <https://www.downtownsb.org/about/meeting-agendas>

Downtown Santa Barbara Improvement Association

Placemaking and Identity Meeting Minutes

Friday, September 11, 2026 - 10 – 11 AM

In Person at 419 State Street and on Zoom

Attendees: Chair - Anne Petersen, Gillian Muralles, Katrina Carl, JessyLynn Perkins, Hillary Blackerby, Richelle Boyd

Staff: Robin Elander, Nicole Castillo, David Shiang

Remote: Maria Molina, Christy Jacobs

1. Welcome, Call to Order & Introductions

The meeting was called to order at 10:04 am.

2. Public Comment

There was no public comment

3. Minutes

Minutes were not voted on, as there was not a quorum at the beginning of the meeting.

4. A Taste of Downtown

The committee gave feedback for staff to consider going forward to further refine the concept, including the name, timing, logistics, feasibility etc.

5. Organizational Updates

- State St Master plan: Passed City Council Sept. 1st
 - 18 month window before major construction begins
 - Pilot program meeting: what will happen in the meantime
 - Discussions of Street configurations, e bike restrictions, special events
 - Oct. 6th Tess Harris will present feedback from community to City Council; this was later rescheduled, date TBD, potentially december.
- Fall Programming Calendar was presented
 - Downtown Dance Nights, First Thursday, ARTOBER, Halloween Decor Contest, Downtown Halloween Trick or Treat
 - Holiday stroll concept: holiday slant to small business saturday
 - Holiday Decor: bows and poinsettias for businesses, painted windows on businesses either in vacant windows or not
- Annual Meeting on Oct. 22; 3:30 - 5:30 pm
- Holiday Parade:
 - Call for volunteers
 - Press release + participation form for organizations and businesses

- Mural RFP:
 - deadline updated to Nov. 1st
- New Staff Introductions
- Clean and Safe Update
 - Shows how many visitors are coming downtown, data associated with that
 - Increased parking data = increased guests downtown
- Datafy:
 - Tracking metrics about guests downtown based on spending data; dwell time, total spend, etc.

6. Discuss 2027 Budgeting Process

- Budget will be presented at Oct. 22 meeting, though it will not be adopted until meeting the following month
- New Concepts to Explore
 - Show your love to small businesses campaign: flowers and valentines to businesses
 - Cocktail competition
- Marketing and Communications
 - Develop more videos for KEYT
 - Downtown Hidden Gems Video Series
 - Continue What's Happening Series
 - Implement and track marketing campaigns through Datafy
- Budget updates
 - City not continuing with marketing contract; exploring transfer of funds from civil sidewalks per bylaws up to 5%
- Questions:
 - Why pause dance nights? Community feedback about lack of new/fresh programs
 - Committee feedback: recommendation to continue dance nights due to popularity, maybe decrease in frequency?
 - Block captains? Block by block programming or block collaborations
 - Neighborhood meetings as an alternative
 - Advertising with datafy? Most likely

7. Community Updates

- Visit SB Updates
 - MyTrip Ai assisted chat installed on the Visit SB website to build itinerary for visitors
- Independent Updates:
 - Best Fest: Oct. 22 5:30-9pm at Historical Museum
 - October 6-8th: Brave New Work Art and Tech Symposium focused on the environment, 410 State St. Panels with artists, scientists working on deep sea exploration, live art installments

- Yardi Systems Consultant Ben Romo
 - Demo permit secured, demo will begin shortly on the internal building

Adjourn

The meeting was adjourned at 11:07 am

Next Meeting:

DSBIA Office - 419 State Street

Friday, September 11, 2026 from 10 - 11 am