



DOWNTOWN SANTA BARBARA

BOARD MEETING
Tuesday, August 13, 2024
8:30 - 10 AM
In Person:
Balboa Building Theatre
735 State Street

AGENDA

- 1. **Call to Order** Anne Petersen
Roll call of Board member Attendance Kaitlyn Griswell 3 mins
- 2. **Public Comment** (3 minutes per person)
- 3. **Approval of Minutes** Anne Petersen Vote 3 min
Recommended Action: Approve minutes for July 2024 meeting.
- 4. **Presidents Report** Anne Petersen Report 5 min
Recommended Action: Receive any updates from the Board President pertinent to Downtown Santa Barbara board operations.
- 5. **Executive Director Report** Robin Elander Report 10 min
Recommended Action: The Executive Director will provide updates on recent and upcoming activities in Downtown Santa Barbara’s operations
- 6. **CBID Update** David de ‘LArbre Discussion 40 min
Recommended Action: David de L’Arbre, recently elected president of the new CBID interim board will share an update regarding the new board members, the anticipated CBID formation activities for the next six to eight months as well as the scope of services for Marco Li Mandri of New City America consulting contract. Board members will have the opportunity to ask questions, give feedback and discuss.
- 7. **Downtown Community updates:** Anne Petersen Reports 15 min
Recommended Action: Board members and partners may share updates on issues relevant to downtown.
- 8. **Adjourn** Anne Petersen

Next Board Meeting: TUESDAY 9/10/2024 at 8:30am.

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, and large groups are encouraged to select one or two speakers to represent the group's opinion. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board President. The agenda provides a general description and staff recommendations; however, the Board may take action other than what is recommended. 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 Downtown Organization 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 Board members which relate to any agenda item to be discussed in open session may be obtained from robin@downtownsb.org.

Downtown Santa Barbara
July 9, 2024 Board Meeting Minutes

Present: Nancy Burgner, John Burnett, Dan Burnham, Geoffrey Carter, Brian Cearnal, Amada Cruz, Erik Davis, David de L'Arbre, Justin Diem, Sam Edelman, Caitlin Hensel, Kathy Janega-Dykes, Laura Knight, Peter Lewis, Nikki Parr, Stephanie Payne Campbell, Anne Petersen, Andrew Rawls, Ron Robertson, Rich Sander, Sarah Sinclair, Tammy Steuart, Bob Stout, Lauren Trujillo, Mark Whitehurst, Richard Yates, and Sarah York Rubin.

The meeting was called to order at 8:31 am.

Approval of Minutes: Anne Petersen motioned to approve the minutes of the June Board Meeting. David de L'Arbre approved, Sarah Sinclair seconded. All were in favor, none opposed, and the motion passed.

Public Comment: Anne Petersen announced an upcoming outreach event regarding the master plan for the State Street proposal. She emphasized the importance of hearing from businesses and retailers. The event will be held on Monday, July 22 from 8:30-10:30 am at the Cabrillo Pavilion. Attendees were encouraged to RSVP to Barbara Andersen.

Financial Report: Richard Yates presented the financial report covering April and May. He highlighted stable financials with good performance across various programs such as the Live Art and Wine Tour, Annual Breakfast Meeting, Holiday Events, and First Thursdays, all of which showed positive net results. He continued to report on programs and noted that the Map and Guide is expected to break even due to increased production costs. Yates noted overall stability with some areas ahead of targets and others slightly behind. Discussion also included future projections with the upcoming CBID implementation. A motion was made and approved to accept the financial report.

President's Report: Anne Petersen discussed the busy month of June, noting the approval of the CBID with a pending appeal period of 30 days. She mentioned the provisional budget and ongoing preparations for the new calendar year budget. Petersen concluded by highlighting the upcoming advisory committee meeting focused on the CBID which will be the primary discussion of today's meeting.

Executive Director's Report: Elander reported on the opening of the Neighborhood Navigation Center and expressed enthusiasm for the approved CBID. She outlined plans for developing an interim board and additional logistics. Elander also highlighted upcoming events and initiatives including the State Street Master Plan and community engagement

efforts. Elander reported that the Downtown Map & Guide is being finalized. Elander continued to report that a retail forum was held at The Crafters Library, and Justin Diem provided a further insight on real estate downtown. She noted that the Summer Music Series will continue every Wednesday through July and concluded her report by noting that Brew Fest has been tentatively scheduled for September 14. There was further discussion regarding the CBID and community members who had initially opposed it, however it was noted that opposing members had inquired about joining the board.

State Street Master Plan Discussion:

The discussion on the State Street Master Plan began with an overview of the current state and future vision for State Street. Advisory committee members and stakeholders provided feedback on proposed concepts for revitalizing different blocks of State Street.

Elander presented the concepts including ideas for each block of State Street discussed at recent advisory committee meetings. She also discussed concepts for traffic and pedestrian access that were also being considered.

Ron Robertson, representing the Balboa Building and some property owner views, opened this discussion. Robertson expressed concerns and suggestions, emphasizing the need for State Street to support both pedestrians and cyclists effectively. He highlighted challenges such as the impact of closures on retail businesses, advocating for measures to support local commerce, including bringing back the trolley.

Bob Stout from the Food & Beverage Committee voiced excitement about proposed plans that incorporate community feedback. He emphasized the importance of maintaining successful aspects of the street while addressing safety concerns related to bicycles and enforcing regulations and outdoor dining.

Stephanie Payne Campbell provided a retail perspective, echoing other board members about the significance of an open and accessible downtown. She supported ideas for pedestrian-friendly measures, including one-way streets and enhanced outdoor seating options, while also advocating for the return of trolleys to improve accessibility.

Caitlin Hensel, offering another property perspective, expressed enthusiasm for the proposed changes, particularly the concept of a Grand Paseo and flexible block designs. She acknowledged the challenges posed by vacant large retail spaces and suggested incentivizing boutique establishments combined with residential units to enhance the street's appeal.

David de L'Arbre voiced questions regarding the challenges with outdoor dining for restaurants and having expanded sidewalks and what those issues might look like for short- and long-term purposes.

Amada Cruz, Director of SBMA, stressed the priority of making the museum feel accessible to locals and tourists and having the museum feel like a welcome landing point especially for locals.

Dan Burnham, a downtown property owner, also stressed the need for more residents downtown, as well as having updated policies for business on State Street. He also expressed concern for the action plans regarding timeliness to put these ideas into play.

It was noted that several members were in favor of the return of having a Trolley. Discussion continued with considerations for each block's unique characteristics and community needs. Discussion continued regarding the feasibility of closing sections to vehicular traffic versus creating shared spaces for pedestrians and smaller transit vehicles. The concept of a two-lane road with expanded sidewalks to accommodate increased pedestrian activity and business visibility was particularly favored.

Questions were raised about funding mechanisms and long-term financial sustainability. Ideas included exploring public-private partnerships and potential revenue sources once the plan is finalized. Concerns were also voiced about infrastructure improvements and stormwater management in conjunction with street renovations.

The session concluded with a consensus on the importance of community engagement and ongoing dialogue to refine the State Street Master Plan. Participants agreed to continue gathering public input over the summer to ensure the final plan reflects the diverse needs and aspirations of the Santa Barbara community.

Downtown Community Updates: Updates included introductions to Kaitlyn Griswell, the new office operations assistant. Staff and announcements about upcoming community events and initiatives aimed at promoting local businesses and historic preservation efforts.

Adjournment: The meeting adjourned at 9:58 am.

Downtown Santa Barbara
Profit & Loss Budget vs Actual
 June 2024

Accrual Basis

	Jun 23	Jun 24	Budget	\$ Over Budget	% of Budget	Jul '22 - Jun 23	Jul '23 - Jun 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense											
Income											
4000 · Business Improvement Fees	7,577.85	20,000.00	19,833.33	166.67	100.84%	226,744.50	239,000.02	238,000.00	1,000.02	100.42%	238,000.00
4050 · City P/M Contract	25,833.37	25,316.49	25,316.67	-0.18	100.0%	310,000.00	303,799.86	303,800.00	-0.14	100.0%	303,800.00
4100 · Donations	1,200.00	-600.00	0.00	-600.00	100.0%	1,200.00	400.00	0.00	400.00	100.0%	0.00
4600 · Board Contributions	0.00	-400.00	500.00	-900.00	-80.0%	9,700.00	5,600.00	6,000.00	-400.00	93.33%	6,000.00
4700 · Earned Program Income											
4752 · 1st Thursday Income	19,293.00	-1,825.00	2,666.67	-4,491.67	-68.44%	46,493.00	60,416.66	32,000.00	28,416.66	188.8%	32,000.00
4500 · Annual Meeting	0.00	0.00	0.00	0.00	0.0%	11,250.00	13,450.70	15,018.00	-1,567.30	89.56%	15,018.00
4300 · Associate Dues	200.00	200.00	291.67	-91.67	68.57%	2,625.00	2,075.00	3,500.00	-1,425.00	59.29%	3,500.00
4655 · Flag Installation	0.00	-1,600.00	1,583.33	-3,183.33	-101.05%	7,100.00	41,192.30	19,000.00	22,192.30	216.8%	19,000.00
4754 · Brewery Tour	0.00	0.00	0.00	0.00	0.0%	0.00	7,251.91	6,300.00	951.91	115.11%	6,300.00
4753 · Neighborhood Activations	0.00	0.00	833.33	-833.33	0.0%	1,175.00	1,560.00	10,000.00	-8,440.00	15.6%	10,000.00
4705A · Art & Wine Tour	145.50	-360.00	0.00	-360.00	100.0%	41,174.58	35,452.79	38,000.00	-2,547.21	93.3%	38,000.00
4709 · Downtown Mixers	0.00	0.00	666.65	-666.65	0.0%	1,480.00	52.46	4,000.00	-3,947.54	1.31%	4,000.00
4711 · Holiday Event	0.00	0.00	0.00	0.00	0.0%	17,500.00	22,000.00	17,500.00	4,500.00	125.71%	17,500.00
4714a · Map/Brochure	0.00	-1,500.00	1,650.00	-3,150.00	-90.91%	-550.00	24,650.00	19,800.00	4,850.00	124.5%	19,800.00
Total 4700 · Earned Program Income	19,638.50	-5,085.00	7,691.65	-12,776.65	-66.11%	128,247.58	208,101.82	165,118.00	42,983.82	126.03%	165,118.00
4800 · Interest Income	53.05	352.30	0.00	352.30	100.0%	466.38	3,593.44	0.00	3,593.44	100.0%	0.00
Total Income	54,302.77	39,583.79	53,341.65	-13,757.86	74.21%	676,358.46	760,495.14	712,918.00	47,577.14	106.67%	712,918.00
Gross Profit	54,302.77	39,583.79	53,341.65	-13,757.86	74.21%	676,358.46	760,495.14	712,918.00	47,577.14	106.67%	712,918.00
Expense											
6300 · Program Expenses											
6409 · Mixer Expenses	0.00	0.00	150.00	-150.00	0.0%	811.91	0.00	900.00	-900.00	0.0%	900.00
6405A · Art & Wine Tour	1,133.00	250.00	0.00	250.00	100.0%	7,681.39	6,135.00	17,538.00	-11,403.00	34.98%	17,538.00
6000 · Annual Meeting Expense	0.00	0.00	0.00	0.00	0.0%	8,817.02	8,021.40	9,750.00	-1,728.60	82.27%	9,750.00
6040 · Board Meeting	0.00	0.00	80.00	-80.00	0.0%	457.94	0.00	800.00	-800.00	0.0%	800.00
6438 · Event Expenses	2,849.00	787.56	1,751.67	-964.11	44.96%	24,078.68	17,882.81	21,020.00	-3,137.19	85.08%	21,020.00

Downtown Santa Barbara
Profit & Loss Budget vs Actual
June 2024

Accrual Basis

	Jun 23	Jun 24	Budget	\$ Over Budget	% of Budget	Jul '22 - Jun 23	Jul '23 - Jun 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6438a - Event Equipment	6,478.47	828.04	1,856.83	-1,028.79	44.59%	37,624.41	19,514.45	22,282.00	-2,767.55	87.58%	22,282.00
6452 - 1st Thursday	1,875.00	750.00	300.00	450.00	250.0%	13,886.20	10,140.00	3,600.00	6,540.00	281.67%	3,600.00
6400 - Promotions Expense											
6110 - Web Site Design & Maint	483.33	483.33	500.00	-16.67	96.67%	6,400.00	5,800.00	6,000.00	-200.00	96.67%	6,000.00
6414a - Map/Brochure	38.05	2,144.00	1,583.33	560.67	135.41%	408.81	25,728.00	19,000.00	6,728.00	135.41%	19,000.00
6414e - Advertising/Marketing	750.00	404.00	1,629.17	-1,225.17	24.8%	17,317.93	14,289.70	19,550.00	-5,260.30	73.09%	19,550.00
Total 6400 - Promotions Expense	1,271.38	3,031.33	3,712.50	-681.17	81.65%	24,126.74	45,817.70	44,550.00	1,267.70	102.85%	44,550.00
Total 6300 - Program Expenses	13,606.85	5,646.93	7,851.00	-2,204.07	71.93%	117,484.29	107,511.36	120,440.00	-12,928.64	89.27%	120,440.00
6530 - Personnel											
6500 - Salaries	30,315.62	26,348.96	33,261.56	-6,912.60	79.22%	375,387.71	373,861.56	399,138.70	-25,277.14	93.67%	399,138.70
6520 - Payroll Taxes	2,079.71	1,612.09	2,565.42	-953.33	62.84%	25,288.97	24,969.84	30,785.00	-5,815.16	81.11%	30,785.00
6125 - Medical Insurance	1,365.91	2,238.74	2,000.00	238.74	111.94%	20,276.50	22,501.95	24,000.00	-1,498.05	93.76%	24,000.00
6135 - 401K	0.00	0.00	333.33	-333.33	0.0%	0.00	0.00	4,000.00	-4,000.00	0.0%	4,000.00
6130 - Workers' Comp Insurance	314.75	314.75	333.33	-18.58	94.43%	3,817.02	3,777.00	4,000.00	-223.00	94.43%	4,000.00
Total 6530 - Personnel	34,075.99	30,514.54	38,493.64	-7,979.10	79.27%	424,770.20	425,110.35	461,923.70	-36,813.35	92.03%	461,923.70
6050 - Professional Services											
6103 - Legal Fees	0.00	0.00	1,666.67	-1,666.67	0.0%	3,892.45	1,104.00	20,000.00	-18,896.00	5.52%	20,000.00
6023 - Accounting Services	1,720.75	977.25	1,000.00	-22.75	97.73%	14,875.43	17,659.65	12,000.00	5,659.65	147.16%	12,000.00
6025 - Audit & Tax Preparation	0.00	0.00	0.00	0.00	0.0%	13,355.00	4,675.00	9,000.00	-4,325.00	51.94%	9,000.00
6020 - Payroll Processing	362.80	293.16	583.33	-290.17	50.26%	4,352.00	4,975.56	7,000.00	-2,024.44	71.08%	7,000.00
6102 - Contract Services	5,750.00	7,712.00	4,683.33	3,028.67	164.67%	48,585.04	72,463.00	56,200.00	16,263.00	128.94%	56,200.00
Total 6050 - Professional Services	7,833.55	8,982.41	7,933.33	1,049.08	113.22%	85,059.92	100,877.21	104,200.00	-3,322.79	96.81%	104,200.00
6275 - General & Administrative											
6350 - Business Committees	0.00	85.88	66.67	19.21	128.81%	663.64	1,236.19	800.00	436.19	154.52%	800.00
6330 - Business Development	22.60	219.63	110.61	109.02	198.56%	380.04	2,999.20	1,327.30	1,671.90	225.96%	1,327.30
6105 - Technology Expenses	1,124.68	17.98	250.00	-232.02	7.19%	3,736.83	6,786.03	3,000.00	3,786.03	226.2%	3,000.00
6296 - Staff Development	173.80	0.00	125.00	-125.00	0.0%	1,154.74	328.99	1,500.00	-1,171.01	21.93%	1,500.00
6120 - Liability Insurance	909.89	1,106.45	1,116.67	-10.22	99.09%	12,395.65	13,333.96	13,400.00	-66.04	99.51%	13,400.00

Downtown Santa Barbara
Profit & Loss Budget vs Actual
June 2024

Accrual Basis

	Jun 23	Jun 24	Budget	\$ Over Budget	% of Budget	Jul '22 - Jun 23	Jul '23 - Jun 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6154 · Office Maintenance	150.00	150.00	150.00	0.00	100.0%	2,103.65	2,261.47	1,800.00	461.47	125.64%	1,800.00
6220 · Office Supplies	0.00	264.55	166.67	97.88	158.73%	1,702.78	1,280.54	2,000.00	-719.46	64.03%	2,000.00
6335 · E-Car Maintenance & Insurance	0.00	0.00	125.00	-125.00	0.0%	249.00	246.00	500.00	-254.00	49.2%	500.00
6290 · Membership Dues	0.00	187.00	0.00	187.00	100.0%	2,250.00	1,882.00	2,700.00	-818.00	69.7%	2,700.00
6250 · Parking	0.00	27.00	150.00	-123.00	18.0%	117.50	181.70	1,800.00	-1,618.30	10.09%	1,800.00
6260 · Postage	69.70	121.52	166.67	-45.15	72.91%	959.40	926.80	2,000.00	-1,073.20	46.34%	2,000.00
6270 · Printing & Photocopying	414.29	10.60	1,463.33	-1,452.73	0.72%	15,746.27	24,675.51	17,560.00	7,115.51	140.52%	17,560.00
6600 · Rent	2,375.00	2,350.00	2,350.00	0.00	100.0%	28,225.00	28,200.00	28,200.00	0.00	100.0%	28,200.00
6045 · Retreat	0.00	0.00	0.00	0.00	0.0%	109.19	0.00	350.00	-350.00	0.0%	350.00
6370 · Staff Meetings	0.00	0.00	125.00	-125.00	0.0%	1,493.99	1,116.18	1,500.00	-383.82	74.41%	1,500.00
6601 · Storage	265.00	290.00	250.00	40.00	116.0%	3,764.03	3,460.00	3,000.00	460.00	115.33%	3,000.00
6280 · Telephone/DSL/Cable	1,191.99	847.82	683.33	164.49	124.07%	11,199.71	9,437.15	8,200.00	1,237.15	115.09%	8,200.00
6295 · Travel	0.00	5.20	0.00	5.20	100.0%	966.71	1,665.44	1,000.00	665.44	166.54%	1,000.00
6650 · Utilities	0.00	0.00	25.00	-25.00	0.0%	163.78	275.28	300.00	-24.72	91.76%	300.00
6899 · Bank Service Charges	316.54	736.27	166.67	569.60	441.75%	2,691.95	4,792.13	2,000.00	2,792.13	239.61%	2,000.00
6700 · Depreciation	2,685.00	2,642.00	0.00	2,642.00	100.0%	2,685.00	2,642.00	0.00	2,642.00	100.0%	0.00
6799 · Interest Expense	6,169.82	-295.61	641.00	-936.61	-46.12%	10,015.82	6,874.87	7,692.00	-817.13	89.38%	7,692.00
6900 · Property Tax Expense	0.00	0.00	0.00	0.00	0.0%	488.75	601.00	525.00	76.00	114.48%	525.00
Total 6275 · General & Administrative	15,868.31	8,766.29	8,131.62	634.67	107.81%	103,263.43	115,202.44	101,154.30	14,048.14	113.89%	101,154.30
Total Expense	71,384.70	53,910.17	62,409.59	-8,499.42	86.38%	730,577.84	748,701.36	787,718.00	-39,016.64	95.05%	787,718.00
Net Ordinary Income	-17,081.93	-14,326.38	-9,067.94	-5,258.44	157.99%	-54,219.38	11,793.78	-74,800.00	86,593.78	-15.77%	-74,800.00
Net Income	-17,081.93	-14,326.38	-9,067.94	-5,258.44	157.99%	-54,219.38	11,793.78	-74,800.00	86,593.78	-15.77%	-74,800.00

Downtown Santa Barbara

Balance Sheet

As of June 30, 2024

Accrual Basis

	Jun 30, 24	Jun 30, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 - MB&T Checking	140,937.83	480,930.86	-339,993.03	-70.7%
1020 - MB&T Money Market	50,958.14	50,780.60	177.54	0.35%
1021 - CWB MM Reserve	6,561.52	6,485.73	75.79	1.17%
1005 - US Bank Checking	661.50	661.22	0.28	0.04%
1006 - US Bank Checking 7864	25,020.00	0.00	25,020.00	100.0%
1007 - US Bank Savings	199,015.39	0.00	199,015.39	100.0%
1028 - Paypal	27,831.91	27,831.91	0.00	0.0%
1010 - Petty Cash	1,417.46	417.46	1,000.00	239.54%
Total Checking/Savings	452,403.75	567,107.78	-114,704.03	-20.23%
Accounts Receivable				
11000 - Accounts Receivable	121,664.80	124,209.09	-2,544.29	-2.05%
1105 - Accounts Receivable BID	232,239.56	94,015.53	138,224.03	147.02%
1106 - Allowance for Uncollectible AR	0.00	-8,200.00	8,200.00	100.0%
Total Accounts Receivable	353,904.36	210,024.62	143,879.74	68.51%
Other Current Assets				
1100 - Prepaid Asset	10,630.16	12,297.54	-1,667.38	-13.56%
Total Other Current Assets	10,630.16	12,297.54	-1,667.38	-13.56%
Total Current Assets	816,938.27	789,429.94	27,508.33	3.49%
Fixed Assets				
1200 - Furniture & Equipment	226,311.97	226,311.97	0.00	0.0%
1210 - Plaza Equipment	25,597.46	25,597.46	0.00	0.0%
1220 - WebSite	21,425.00	21,425.00	0.00	0.0%
1250 - Accumulated Depreciation	-273,174.34	-270,532.34	-2,642.00	-0.98%
Total Fixed Assets	160.09	2,802.09	-2,642.00	-94.29%
Other Assets				
1300 - Security Deposit	2,006.00	2,006.00	0.00	0.0%
Total Other Assets	2,006.00	2,006.00	0.00	0.0%
TOTAL ASSETS	819,104.36	794,238.03	24,866.33	3.13%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	8,472.83	10,301.05	-1,828.22	-17.75%
Credit Cards	3,169.94	982.56	2,187.38	222.62%
Other Current Liabilities				
2200 - Deferred Revenue	137,250.00	123,600.00	13,650.00	11.04%
2400 - Accrued Expenses	22,795.84	22,795.84	0.00	0.0%
2450 - Current Year Reserves	0.00	1,399.23	-1,399.23	-100.0%
Total Other Current Liabilities	160,045.84	147,795.07	12,250.77	8.29%
Total Current Liabilities	171,688.61	159,078.68	12,609.93	7.93%

Downtown Santa Barbara

Balance Sheet

As of June 30, 2024

Accrual Basis

	Jun 30, 24	Jun 30, 23	\$ Change	% Change
Long Term Liabilities				
2455 - SBA Loan	154,592.21	155,528.82	-936.61	-0.6%
Total Long Term Liabilities	154,592.21	155,528.82	-936.61	-0.6%
Total Liabilities	326,280.82	314,607.50	11,673.32	3.71%
Equity				
3900 - Undesignated net assets	179,965.95	121,497.23	58,468.72	48.12%
3990 - Board designated net assets	200,000.00	200,000.00	0.00	0.0%
3995 - Cash Flow Reserves	101,063.81	99,664.58	1,399.23	1.4%
Net Income	11,793.78	58,468.72	-46,674.94	-79.83%
Total Equity	492,823.54	479,630.53	13,193.01	2.75%
TOTAL LIABILITIES & EQUITY	819,104.36	794,238.03	24,866.33	3.13%