



DOWNTOWN SANTA BARBARA

BOARD MEETING

Tuesday, December 12, 2023, 8:30 - 10 AM

In Person:

Balboa Building Theatre

735 State Street

Zoom, Hybrid Digital Option for members of the public only

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

AGENDA

- | | | | | |
|----|--|----------------------------------|-------------|--------|
| 1. | Call to Order
<i>Roll call of Board member Attendance</i> | Anne Petersen
Nicole Castillo | | 3 mins |
| 2. | Public Comment | (3 minutes per person) | | |
| 3. | Approval of Minutes
<i>Recommended Action: Approve minutes for October 2023 meeting.</i> | Anne Petersen | Vote | 3 min |
| 4. | Treasurer’s Report
<i>Recommended Action: Receive latest financials and vote to adopt.</i> | Richard Yates | Vote | 5 min |
| 5. | Presidents Report
<i>Recommended Action: Receive any updates from the Board President pertinent to Downtown Santa Barbara board operations.</i> | Anne Peterson | Report | 5 min |
| 6. | City Updates | Anne Peterson | Facilitates | 20 min |
| | a. Mayor | Randy Rowse | Report | 2 min |
| | b. City Administrator’s Office | Rebecca Bjork | Report | 2 min |
| | c. Public Works/ Downtown Parking | S. Clark | Report | 2 min |
| | d. Community Development | Tess Harris | Report | 2 min |
| | e. Police Department | C. Katsapis | Report | 2 min |
| | f. Visit Santa Barbara | Kathy Janega-Dykes | Report | 2 min |
| | g. Office of Arts and Culture | Sarah York-Rubin | Report | 2 min |
| 7. | Executive Director Report
<i>Recommended Action: The Executive Director will provide updates on recent and upcoming activities in Downtown Santa Barbara’s staff operations.</i> | Robin Elander | Report | 7 min |
| 8. | Committee Reports | | | |
| | a. Marketing Committee | T. Persson | Report | 3 mins |
| | b. Food and Beverage | Bob Stout | Report | 3 mins |
| | c. Retail Working Group | Nancy Burgner | Report | 3 mins |
| | <i>Recommended Action: Committee Chairs and Staff will provide an update on recent meetings.</i> | | | |
| 9. | Adjourn | Anne Petersen | | |

Next Board Meeting: TUESDAY 1/9/2024 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 opinion of the group. 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

Date: October 11, 2023

Time: 8:30 AM

Meeting: October DSB Board Meeting

Call to order:

8:36am

Public Comment:

N/A

Board members in attendance:

Anne Petersen, Bob Stout, Dan Burnham, David de L'Arbre, Laura Knight, Mark Whitehurst, Nancy Burgner, Richard Yates, Robin Gose, Ron Robertson, Stephanie Payne Campbell, Sarah York Rubin, John Burnett, Geoffrey Carter, Sam Edelman, Tammy Stewart

Approval of Minutes:

Richard moves, David seconds

All in favor - none opposed

Treasurer's Report

The Treasurer reported an amount of \$25,000 in income in Map and Guide. There were higher costs associated with printing, though a switch to a new printer kept us closer to the budget. The income from 1st Thursday was impressive, even without the Amazon sponsorship of \$15,000. The CBID consulting fees at \$4,000/month is not something we'll be able to continue indefinitely. The interest earning account to hold pandemic funding was opened at US bank and deposits are to be made soon. With that, August and September financial reports were approved with Sarah York Rubin moving and David de L'Arbre, seconding.

President's Report

The President mentioned the hard work of the nominating committee over the past 3 weeks. Six very interested and committed potential nominees were found. New board members will join at the Jan 9, 2024 meeting.

City Reports: Mayor Randy Rowse

Mayor Randy Rowse shared that Rebecca Bjork will be retiring at the end of the year. A recruitment process is underway and a replacement is expected to be in place by the first part of March, if not earlier. The 1200 block will be opened to one way traffic allowing drop offs to the Granada Theatre. A consultant group was hired for the project at Paseo Nuevo. A meeting about the De La Guerra Plaza landscaping project was held and consensus on the design is coming together. The city is working on a variety of



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strategies for dealing with homeless issues, and reintroducing shuttle service and a city-wide permanent parklet program.

Public Works and Downtown Parking: Sarah Clark

Sarah Clark presented on behalf of Public Works and Downtown Parking, announcing Brian Bosse's well deserved retirement and her promotion into his role. Downtown parking is working on enhancing downtown cleaning, striping the bike lanes and repainting the red zones throughout downtown. The power washing schedule was revised, allowing for the underpass area to be washed first each week after the heavy weekend use. Additionally, certain heavy traffic blocks will change to 2x/week vs the usual 1x per week while other blocks that are less soiled will receive cleaning every other week. MTD is planning to reintroduce their shuttle service beginning Summer of 2024. December 5th at the City Council Meeting Public Works will be coming back to council for a second discussion about the permanent parklet program. Additionally, the new SB Connect App is live and available for public use to request maintenance, pay bills, and navigate City operations.

Community Development Report: Tess Harris:

The next SSAC meeting is scheduled for December 11th. (The meeting was later canceled and postponed to February). The October 23rd SSAC meeting focused on the transportation component of the master plan.

Specifically, State Street to Haley Street to Carrillo was recommended to be dedicated to pedestrians and bicycles only, with potential for microtransit throughout the entire promenade. This is part of a broader concept of creating a multipurpose promenade. Multipurpose spaces are common in Europe and there are about 30 such setups in the U.S.

North of Carrillo, the plan proposes a one-way vehicle lane with a bike lane. There were different opinions from the SSAC on this with about half of the committee members recommending that the multipurpose concept should be applied throughout the entire space.

The potential for the project to be phased based on its success was also discussed. The initial focus would be on the 700 and 800 blocks as this area is deemed the highest in need of improvements.

The next meeting will likely involve asking the committee for votes after summarizing ideas that have been presented previously, in order to take that preferred direction to the council.

An example of a similar project was highlighted (Wharf Street in Washington DC). This street is limited to non-private vehicles and micro transport, emphasizing activity in the core area. When questions arose about why such changes were not proposed for other blocks, it was explained that cost, location, and centrality were factors.



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One area of concern was the potential impact of Paseo Nuevo development on the timeline. The details for this need to be worked out, as the project still needs to be negotiated. Flexibility was stressed as important in order to shift phasing to align with ongoing projects on State Street.

Santa Barbara Police Department, Captain Arroyo

Captain Arroyo highlighted their co-response unit approach, which involves a clinician working in tandem with officers. This approach has been significantly focused on the downtown corridor along State Street in the past 30-45 days. The department's current strategy is to address the core issues affecting those dealing with mental health, rather than merely addressing surface issues.

The Police Department's position on the issue of people experiencing homelessness sleeping on State Street was made clear. Homelessness is not a crime, and those who are homeless and sleeping on private property need the property owner's authority to do so, and thus property owners need to put a police authority letter in the window to help police officers enforce private property trespassing.

The department is working with City Net, a network of social services outreach workers, with the understanding that the problem of homelessness cannot be solved through arrests. The focus is on addressing the core issues of the situation.

Mayor Randy Rowse requested businesses keep lights on overnight to deter sleeping in storefronts as well as improve the perception and safety of the downtown area, particularly at night during the darker months of the year and especially during the holidays.

In the first and second weeks of December, the police department will be directing officers to their training to further support safe shopping in the downtown corridor. Officers will take 9-10 hour training scheduled approximately every six weeks. The majority of officers will be deployed to the downtown general area during December.

The department has also established a significant partnership with Downtown Parking Downtown Ambassadors.

Office of Arts and Culture, Sarah York Rubin:

Sarah York Rubin from the Office of Arts and Culture reported that last week, the council approved a series of grants for the art community. She spoke about the increased cost of producing events and programs and how this helps our community continue to offer quality arts programming. These grants include Community Arts and "Keep the Lights On" grants, which are intended for non-profits and cultural spaces. She pointed out that there was a significant increase in the number of applicants for events and festival grants - 33, up from the previous highest pool of 16. This indicates that more arts orgs are coming back online with programming post-COVID.



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Despite the increased cost of goods and labor, Sarah emphasized the office's commitment to holding more events downtown and working collaboratively to ensure their success. She also shared progress on the 400 block, which has been enhanced with an updated mural design painted on the K-rails. The other half of this project is scheduled for completion next weekend.

Sarah also spoke about ongoing explorations into programs aimed at working with businesses on the 400 block. The goal is to uplift live music and programming, thereby highlighting businesses and enhancing the vitality of the block. As for the De La Guerra Plaza art project, the next step is a call for artists for different projects and programs.

Executive Director Report:

The Executive Director discussed the progress of the CBID steering committee, which currently stands at 15% property owner support. Despite the outreach efforts, the committee is at a standstill and has not yet reached the 20+% needed to present to the city. The city and county are waiting until the committee reaches over 20% to schedule a public hearing to authorize the city administrator to sign which would then be followed by the county. If the steering committee is unable to get sufficient support other capacity building initiatives will be considered. Further discussions on this matter will take place at 8:30 am Oct 12 at Work Zones.

The Executive Director also highlighted the partnership with council member Alejandra Gutierrez for the Fall Festival scheduled for the upcoming Saturday. The aim of this festival is to create a positive experience for the youth and families in her district. Activities planned include free haircuts on the 700 and 800 blocks of state street offered by local barbers and hairstylists, and local non-profits will bring resources for families.

In addition, the Executive Director mentioned the Brazilian festival scheduled for the following Sunday, Nov. 19. On November 22nd, the holiday tree will be installed on the 1300 block, sponsored by Consumer Fire Products, who made a generous contribution of \$15k as the presenting sponsor for holiday programming.

The Executive Director also shared the plans for a downtown community holiday party, referenced the downtown holiday calendar of events and the opening of a new business. The Bid Renewal Report will go to the city before Thanksgiving since the CBID process will not be in place to bring in funding by next year, the BID renewal process will be status quo. The end-of-year report and election mailings will be sent out in the last week of November/ early December.

When asked why there were no parades, the Executive Director explained that it was the call of the police and fire departments, deeming it unsafe for parades on State Street with its current configuration.

Marketing Committee Report - Tim Persson



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The committee extended their congratulations to the winners of the Halloween decor contest, which saw participation from 18 businesses and highlighted the active engagement within the community. The committee also announced the launch of a Holiday Decor Contest, encouraging creativity and holiday spirit. They expressed delight at the huge success of the Spooky Movies event at Paseo Nuevo, a success that demonstrates the potential for future collaborative events. In terms of future initiatives, the upcoming opening of the Paseo Nuevo Peppermint Parlor was announced. This pop-up holiday space for kids and families is scheduled to open on November 24th. The committee also commended the Pianos on State initiative which drew 400 participants for a “masked procession,” reflecting the community's enthusiasm for the annual project. The next committee meeting was scheduled for the upcoming Friday, with members encouraged to continue active participation with new ideas and updates.

Bob Stout - Food and Beverage committee report

Bob Stout reported the next Food and Beverage Committee meeting is scheduled for 2pm Thursday, November 16. He shared there was a substantial crowd drawn by the Downtown Organization's Holiday Decor and Trick or Treat event. The participation was tremendous, with an overwhelming number of children and adults alike engaging in the festivities. The successful event was a testament to the exceptional planning and execution by the Downtown Organization.

Retail Committee Report - Nancy Burgner

The committee is arranging a post-holiday season winter sale that will be coordinated over the last weekend of January. This sale is seen as an opportunity to collaborate and drive customer engagement after the festive season.

In addition to the winter sale, the committee is also planning a fashion show for the spring season, tentatively as part of the May 1st Thursday ArtWalk. This endeavor is expected to bring a fresh and vibrant outlook to the local retail scene, showcasing the latest styles and trends. They learned from the 'Shoptember' event that adequate lead time is essential for the success of these events. Therefore, they are taking early steps to ensure a well-organized and successful fashion show.

Workforce Housing Update

Robin Elander shared the exciting news about the grand opening and ribbon-cutting ceremony for workforce housing at 821 State Street. This initiative signifies an important milestone in the community, ensuring new dedicated affordable housing for local workers. This development is seen as a positive step towards enhancing the quality of life for the workforce and strengthening the local community.

Meeting adjourned: 10:03am



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Downtown Santa Barbara Profit & Loss Budget vs Actual

October 2023

Accrual Basis

	Oct 22	Oct 23	Budget	\$ Over Budget	% of Budget	Jul - Oct 22	Jul - Oct 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense											
Income											
4000 - Business Improvement Fees	20,000.00	19,833.33	19,833.33	0.00	100.0%	80,000.00	79,333.32	79,333.36	-0.04	100.0%	238,000.00
4050 - City P/M Contract	25,833.33	25,316.67	25,316.67	0.00	100.0%	103,333.32	101,266.68	101,266.64	0.04	100.0%	303,800.00
4600 - Board Contributions	0.00	0.00	500.00	-500.00	0.0%	3,200.00	0.00	2,000.00	-2,000.00	0.0%	6,000.00
4700 - Earned Program Income											
4752 - 1st Thursday Income	650.00	2,650.00	2,666.67	-16.67	99.38%	4,850.00	40,550.00	10,666.64	29,883.36	380.16%	32,000.00
4500 - Annual Meeting	0.00	0.00	0.00	0.00	0.0%	50.00	0.00	0.00	0.00	0.0%	15,018.00
4300 - Associate Dues	0.00	400.00	291.67	108.33	137.14%	700.00	1,600.00	1,166.64	433.36	137.15%	3,500.00
4655 - Flag Installation	0.00	2,400.00	1,583.33	816.67	151.58%	2,350.00	15,350.00	6,333.36	9,016.64	242.37%	19,000.00
4754 - Brewery Tour	0.00	0.00	0.00	0.00	0.0%	0.00	9,226.44	6,300.00	2,926.44	146.45%	6,300.00
4753 - Neighborhood Activations	200.00	0.00	833.33	-833.33	0.0%	1,050.00	2,150.00	3,333.36	-1,183.36	64.5%	10,000.00
4705A - Art & Wine Tour	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	38,000.00
4709 - Downtown Mixers	370.00	0.00	666.67	-666.67	0.0%	905.00	52.46	1,333.34	-1,280.88	3.93%	4,000.00
4711 - Holiday Parade	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	17,500.00
4714a - Map/Brochure	0.00	0.00	1,650.00	-1,650.00	0.0%	-550.00	25,600.00	6,600.00	19,000.00	387.88%	19,800.00
Total 4700 - Earned Program Income	1,220.00	5,450.00	7,691.67	-2,241.67	70.86%	9,355.00	94,528.90	35,733.34	58,795.56	264.54%	165,118.00
4800 - Interest Income	34.58	44.62	0.00	44.62	100.0%	113.82	201.66	0.00	201.66	100.0%	0.00
Total Income	47,087.91	50,644.62	53,341.67	-2,697.05	94.94%	196,002.14	275,330.56	218,333.34	56,997.22	126.11%	712,918.00
Gross Profit	47,087.91	50,644.62	53,341.67	-2,697.05	94.94%	196,002.14	275,330.56	218,333.34	56,997.22	126.11%	712,918.00
Expense											
6300 - Program Expenses	9,373.96	5,346.10	7,851.00	-2,504.90	68.1%	31,211.21	35,623.91	31,024.00	4,599.91	114.83%	120,440.00
6530 - Personnel	32,317.23	30,031.70	38,493.64	-8,461.94	78.02%	131,019.51	139,712.63	153,974.58	-14,261.95	90.74%	461,923.70
6050 - Professional Services	7,505.30	4,027.65	11,933.33	-7,905.68	33.75%	24,230.11	39,281.35	35,733.36	3,547.99	109.93%	104,200.00
6275 - General & Administrative	7,962.85	9,886.22	8,006.62	1,879.60	123.48%	26,500.96	41,300.03	33,176.34	8,123.69	124.49%	101,154.30
Total Expense	57,159.34	49,291.67	66,284.59	-16,992.92	74.36%	212,961.79	255,917.92	253,908.28	2,009.64	100.79%	787,718.00
Net Ordinary Income	-10,071.43	1,352.95	-12,942.92	14,295.87	-10.45%	-16,959.65	19,412.64	-35,574.94	54,987.58	-54.57%	-74,800.00

Downtown Santa Barbara Balance Sheet

As of October 31, 2023

Accrual Basis

	Oct 31, 23	Oct 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1028 - Paypal	27,831.91	27,516.63	315.28	1.15%
1000 - MB&T Checking	375,999.69	431,644.81	-55,645.12	-12.89%
1020 - MB&T Money Market	50,840.53	50,662.93	177.60	0.35%
1021 - CWB MM Reserve	6,479.98	6,479.98	0.00	0.0%
1005 - Union Bank	661.22	661.22	0.00	0.0%
1010 - Petty Cash	417.46	117.46	300.00	255.41%
Total Checking/Savings	462,230.79	517,083.03	-54,852.24	-10.61%
Accounts Receivable				
11000 - Accounts Receivable	224,815.43	69,079.54	155,735.89	225.44%
1105 - Accounts Receivable BID	65,322.06	24,663.03	40,659.03	164.86%
1106 - Allowance for Uncollectible AR	-8,200.00	-8,200.00	0.00	0.0%
Total Accounts Receivable	281,937.49	85,542.57	196,394.92	229.59%
Other Current Assets				
1100 - Prepaid Asset	28,570.01	6,833.17	21,736.84	318.11%
Total Other Current Assets	28,570.01	6,833.17	21,736.84	318.11%
Total Current Assets	772,738.29	609,458.77	163,279.52	26.79%
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	-270,585.34	-267,847.34	-2,738.00	-1.02%
Total Fixed Assets	2,749.09	5,487.09	-2,738.00	-49.9%
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	777,493.38	616,951.86	160,541.52	26.02%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	2,380.86	18,620.90	-16,240.04	-87.21%
Credit Cards	4,189.05	4,870.43	-681.38	-13.99%
Other Current Liabilities				
2200 - Deferred Revenue	93,438.16	15,800.76	77,637.40	491.35%
2400 - Accrued Expenses	22,795.84	22,795.84	0.00	0.0%
2450 - Current Year Reserves	1,399.23	125.05	1,274.18	1,018.94%
Total Other Current Liabilities	117,633.23	38,721.65	78,911.58	203.79%
Total Current Liabilities	124,203.14	62,212.98	61,990.16	99.64%

Downtown Santa Barbara Balance Sheet

As of October 31, 2023

Accrual Basis

	Oct 31, 23	Oct 31, 22	\$ Change	% Change
Long Term Liabilities				
2455 · SBA Loan	148,077.00	150,000.00	-1,923.00	-1.28%
Total Long Term Liabilities	148,077.00	150,000.00	-1,923.00	-1.28%
Total Liabilities	272,280.14	212,212.98	60,067.16	28.31%
Equity				
3900 · Undesignated net assets	186,136.02	121,941.48	64,194.54	52.64%
3990 · Board designated net assets	200,000.00	200,000.00	0.00	0.0%
3995 · Cash Flow Reserves	99,664.58	99,664.58	0.00	0.0%
Net Income	19,412.64	-16,867.18	36,279.82	215.09%
Total Equity	505,213.24	404,738.88	100,474.36	24.82%
TOTAL LIABILITIES & EQUITY	777,493.38	616,951.86	160,541.52	26.02%