



Board of Directors Meeting

Thursday, September 24, 2026 - 3:30 – 5 p.m.

419 State Street, DSBIA Office

Remote attendance via zoom

<https://zoom.us/j/5213264476?pwd=bLNDJnJaDgEnIr85c9psmDkpXHVKOE.1>

AGENDA

1. **Call to Order:** **David de L' Arbre (DD)**
2. **Public Comment and announcements** **DD** **5 mins**
(3 minutes per comment on non-agenda items)
3. **Approval of August Board minutes** **DD** **Vote** **3 mins**
Recommended Action: Vote to adopt August Board meeting minutes.
Public Comment (3 minutes per comment)
4. **Treasurer Report** **T. Vallejo** **Vote** **5 min**
Recommended Action: Receive a financial report from Treasurer Tony Vallejo and vote to accept July financials.
Public Comment (3 minutes per comment)
5. **2027 Budget Preparation** **T. Vallejo** **Update** **10 mins**
Recommended Action: Receive an update on budget preparation process and timing, draft priorities that were shared at the committees. A special board meeting for budget adoption planned is November 5th at noon due to the regular board meeting falling on the Thanksgiving holiday.
6. **DSBIA Executive Director Report** **R. Elander** **Update** **10 mins**
Recommended Action: Receive an update report on organization progress update since last meeting.
Public Comment: Any member of the public may comment for up to 3 minutes.
7. **Board Elections Update** **DD** **Update** **10 mins**
Recommended Action: Receive an update from the nominations task force, elections process, annual meeting to be held Oct 22 and any highlighted organizational activities since last meeting from DSBIA's board president, David de L'Arbre.
Public Comment (3 minutes per comment)
8. **Committee reports** **Chairs** **Update** **10 mins**
Recommended Action: Receive an update on committee activities since last meeting.
9. **City/ Community Updates** **Partners** **Report** **15 mins**
Receive a report from the city and organizational partners and board members on any news, or updates pertinent to downtown.

10. New Business

D. de L'Arbre

5 mins

Board members or staff may share items not agendized that will be considered for future meetings or that have come up since the agenda was posted.

Public Comment

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at 419 State Street, Santa Barbara, CA. Action may not be taken on items not identified as such and posted on the agenda. For more information on the meeting, please call 805-962-2098 or info@downtownsb.org 24 hours in advance, or visit <https://www.downtownsb.org/about/meetings>

Downtown Santa Barbara Improvement Association Board Meeting Minutes

Thursday, August 27, 2026; 3:30pm - 5:00pm
DSBIA Office, 419 State Street, Santa Barbara, CA

Attendees: David de L'Arbre, Dan Burnham, Kirk Lagerquist, Katie Mamulski, Tony Vallejo, Commander Katsapis, Trevor Large, Sarah Clark, Adam Geeb, Peter Lewis, Deputy City Administrator Alelia Parentau, Gillian Muralles, Commander Ahrens, Richard Yates, Tess Harris
Staff: David Shiang, Bailey Schroerlucke, Robin Elander, Daniel Ramirez
Remote: Ron Robertson, Gillian Muralles, Crosby Slaught

Item 1: Call to Order

Board President David de L'Arbre called the meeting to order at 3:30 pm.

Item 2: Public Comment & Announcements

- No public comment

Item 3: Approval of the July 2026 Board Minutes

- Approval of the July 2026 board minutes:
 - Motion for approval was made by Peter Lewis and seconded by Trevor Large.
 - All were in favor, with no abstentions.

Item 4: Financial Report

- Tony Vallejo presented the financial report.
- The balance sheet reflects carryover from the previous year.
- Overall, the organization is on target, with the budget tracking as expected.
- The Map and Guide project is currently trailing the budget due to timing, with additional expenses expected as the project progresses.
- Holiday decor and the Civil Sidewalks project are also affected by project timing. Some projects have not yet gotten underway but are expected to begin in the coming months, with associated expenses occurring at that time.
- DSBIA-branded T-shirts will be available shortly.
- ***VOTE to approve Treasurer Report:***
 - Motion to approve Treasurer report was made by Dan Burnham and seconded by Peter Lewis.
 - All were in favor, with no abstentions.

Item 5: DSBIA Executive Director Report

- **Staff Transition**
 - Two new staff members, Bailey and Emily, are joining DSBIA to fill key roles in the Programs and Events departments.
 - Christy Jacobs (Events and Programs) is working on the Map and Guide project.
 - David Shiang (DSBIA Office Operations) has resigned. His last day is today. Please help us wish him the best in his next chapter.

- **Major Parade Planning Efforts**
 - Sponsors and philanthropic donations are currently in process.
- **Triumph Security**
 - The Triumph Security contract begins Sept. 21
 - A training program is currently being developed.
- **Security Cameras**
 - A new security camera has been installed inside the DSBIA office facing outward. The camera can be operated and monitored remotely by DSBIA staff and future partners.
 - Additional security cameras will be added at other businesses.
 - DSBIA is exploring whether Triumph Security will be able to utilize the existing cameras operated by Converged.
- **District Maintenance Services (DMS)**
 - **Fiesta 2026:** This was the first post-Fiesta cleaning effort led by the DSBIA/DMS team to clean the downtown streets. Pressure washing and litter removal efforts are continuing.
 - New mulch will be added in September/October to cover remaining confetti that may be trapped in landscaped areas.
- **Video PSA**
 - The most recent DSBIA video PSA was presented to the Board, which expressed support for the video.
- **County Art Project**
 - Board members discussed amendments to cleaning services that will now take place during the second and fourth weeks of each month at the Carrillo intersection for the Asphalt art project

Item 6: President's Report

- The Board Nominations Task Force is developing a list of nominees for new Board members.
 - Board members who have recommendations are encouraged to reach out to Robin and the task force, which consists of Trevor Large, David de L'Arbre, and Ron Robertson.
 - The slate of nominees will be formally voted on at the Annual Meeting on Thursday, October 22.
 - David de L'Arbre encouraged the group to seek individuals who have businesses or own property within the district, with retail businesses identified as a strong group to target.
- E-bike enforcement by the Santa Barbara Police Department appears to be successful.
 - Mr. de L'Arbre expressed appreciation for the work SBPD has done over the past month to promote public safety regarding the e-bike issue.
- Mr. de L'Arbre shared that Satellite owner Drew Cuddy expressed the opinion that the condition of State Street was a contributing factor to the closure of the business.

Item 7: City / Community Updates

- **City of Santa Barbara Staff**

- **Tess Harris**

- The finalized State Street Master Plan is now available online for public review. It includes appendices, a summary of public comments, committee and commission comments, and the overall project cost estimate.
- The hours of street operation have been removed from the plan at the request of the Santa Barbara City Council.
- Pedestrian crosswalks have been raised to improve drivers' visibility of pedestrians. The raised crossings will create a slight bump for vehicles to pass over.
- The implementation section includes different funding sources and economic development opportunities, including estimated annual costs.
- David de L'Arbre asked whether the City Administrator or City Council has authority over the hours of vehicle operation on State Street.
 - Tess confirmed that the City Administrator's office retains authority, although the office will not make decisions without official approval from the City Council.
- The plan includes two potential vehicle stops per block.
- The sunset date has been removed, and Historic Landmarks Commission (HLC) review will be permitted.
- The plan outlines a goal of hosting 100 events on State Street per year by Year 3 or Year 5.
- The plan outlines opportunities for business assistance, including potential loan and grant programs, as well as beautification elements.
- **Housing:** The draft plan originally called for accommodating 1,000 to 2,000 housing units. The current plan identifies a goal of 2,000 units. Council will need to prioritize funding in order to achieve this goal within the six-year timeframe.
- **Estimated Costs:**
 - \$17-20 million for preconstruction costs.
 - Approximately \$60 million for construction costs, with a contingency percentage added.
 - Overall estimated cost of approximately \$96 million for the 10-block project.
- A new storm drain would significantly address previous flooding issues.
- Year 1 focuses on preparation for construction, which would begin in Year 2 and continue through Years 3 and 4.
- The group discussed how DSBIA's position in support of a flexible, hybrid plan has impacted City Council's discussion.

- **Opportunity Zones**

- Tess Harris and Katie Mamulski provided an update on the Opportunity Zones application.
- An update on the project is expected in November 2026. The Governor's Office will report back, after which communication with the federal government will take place.

- **Katie Mamulski**

- A demo permit for the Yardi Systems Paseo Nuevo project was issued on

- August 19.
 - Updates were provided regarding the Lobero project.
 - Updates were provided regarding the 1315 State mixed-use retail and housing project.
 - The 530 State adaptive reuse project has been resubmitted.
 - **Deputy City Administrator Alelia Parentau**
 - The Sustainability Department is working with the Police Department to obtain authority letters throughout the district and is encouraging businesses to display them.
 - The City is also working with the FARO Center to modify its Conditional Use Permit so there is a designated location for unhoused individuals while DMS conducts morning cleaning.
 - City staff is exploring an automated process to make the business license renewal process easier.
- **Santa Barbara Police Department (SBPD)**
 - **Commander Katsapis and Commander Ahrens**
 - SBPD issued 172 e-bike citations and towed 20 e-motorcycles.
 - The Police Department will continue these enforcement operations as the school year begins and will begin holding educational forums at schools.
 - The nighttime enforcement team has increased its focus on the downtown corridor.
 - Downtown will remain a focus area as the Police Department discusses deployment strategies for 2027.
 - **Fiesta 2026**
 - Fewer littering citations were issued this year.
 - Roads were converted to one-way streets, which helped emergency vehicles move through the area.
 - The Police Department is considering starting the one-way street configuration earlier next year, from Wednesday through early Sunday, to reduce speeds and increase emergency vehicle access.
 - Citations were issued to hot dog carts, with fees totaling approximately \$100.
 - Attendance was higher than last year, and the parade was well attended.
 - Ron Robertson asked for an update regarding a woman who was struck by an e-bike during Fiesta 2026. Commander Ahrens and Commander Katsapis said they would look into the incident and follow up with Ron.
 - Attendance was approximately 7,000 higher than last year on Fiesta Saturday night, with approximately 2,000 to 3,000 additional attendees during the day.
 - Commander Ahrens outlined the various factors that influenced the decision to hold the parade on Cabrillo rather than State Street.
 - Robin suggested spreading out vendors and locating food vendors on the 800 or 900 blocks, where they would be farther from existing restaurants. Retailers were negatively impacted by vendors blocking storefronts.

Item 8: New Business

- Departing staff member David Shiang expressed his appreciation for his colleagues and City staff and shared his gratitude for his time with DSBIA, noting the opportunity to learn and grow as a young professional.
- Ron Robertson shared that he watched the Historic Landmarks Commission meeting regarding the Yardi Systems project and praised the project. He said he believes it will be an exciting addition to downtown.
- Yardi Systems would like to be in its new office by the end of 2027.

Public Comment

- No public comment was made.

Adjournment:

The meeting was adjourned at approximately 4:50 PM.

Downtown Santa Barbara Improvement Association

Balance Sheet

As of July 31, 2026

Cash Basis

	Jul 31, 26	Jul 31, 25
ASSETS		
Current Assets		
Checking/Savings		
10000 · MBT Checking	454,902.56	507,377.62
10050 · MBT Investment Account	1,790,509.68	907,578.14
Total Checking/Savings	2,245,412.24	1,414,955.76
Other Current Assets		
13050 · Due from DSB	150.00	5,510.09
13000 · Prepaid Expenses	846.17	0.00
Total Other Current Assets	996.17	5,510.09
Total Current Assets	2,246,408.41	1,420,465.85
Other Assets		
18700 · Security Deposits Asset	10,000.00	0.00
Total Other Assets	10,000.00	0.00
TOTAL ASSETS	2,256,408.41	1,420,465.85
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
21005 · FNBO Credit Card	129.00	0.00
21000 · MBT Credit Card	2,831.74	1,570.27
Total Credit Cards	2,960.74	1,570.27
Other Current Liabilities		
22000 · Accrued Expenses	268.33	0.00
Total Other Current Liabilities	268.33	0.00
Total Current Liabilities	3,229.07	1,570.27
Total Liabilities	3,229.07	1,570.27
Equity		
32000 · Unrestricted Net Assets	1,776,395.25	905,772.86
Net Income	476,784.09	513,122.72
Total Equity	2,253,179.34	1,418,895.58
TOTAL LIABILITIES & EQUITY	2,256,408.41	1,420,465.85

Downtown Santa Barbara Improvement Association

Profit & Loss Budget vs Actual

July 2026

Cash Basis

	Jul 26	Jan - Jul 26	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Remaining Budget
Ordinary Income/Expense							
Income							
40000 · Assessment Income							
40002 · 2026 Assessments	155,313.02	1,102,468.11	1,166,666.67	-64,198.56	94.5%	2,000,000.00	897,531.89
40001 · 2025 Assessments	0.00	1,717.68	0.00	1,717.68	100.0%	0.00	-1,717.68
Total 40000 · Assessment Income	155,313.02	1,104,185.79	1,166,666.67	-62,480.88	94.64%	2,000,000.00	895,814.21
42000 · Nonassessment Income							
42001 · DSB Funds	0.00	28,628.16	0.00	28,628.16	100.0%	0.00	-28,628.16
42004 · City Maintenance Contract	133,343.66	600,046.47	473,897.08	126,149.39	126.62%	812,395.00	212,348.53
42005 · City Marketing Contract	150,000.00	150,000.00	43,750.00	106,250.00	342.86%	75,000.00	-75,000.00
42002 · Grants	0.00	0.00	5,833.33	-5,833.33	0.0%	10,000.00	10,000.00
42003 · Sponsorships	0.00	1,900.00	0.00	1,900.00	100.0%	0.00	-1,900.00
Total 42000 · Nonassessment Income	283,343.66	780,574.63	523,480.42	257,094.21	149.11%	897,395.00	116,820.37
47200 · Program Income							
47201 · 1st Thursday	6,150.00	20,900.00	25,083.33	-4,183.33	83.32%	43,000.00	22,100.00
47202 · Activations	0.00	0.00	2,333.33	-2,333.33	0.0%	4,000.00	4,000.00
47207 · Activation Sponsorships	0.00	250.00	1,458.33	-1,208.33	17.14%	2,500.00	2,250.00
47203 · Flag Installation	1,600.00	12,000.00	19,250.00	-7,250.00	62.34%	33,000.00	21,000.00
47204 · Live Art & Wine	0.00	31,787.50	19,833.33	11,954.17	160.27%	34,000.00	2,212.50
47206 · Map & Guide	0.00	0.00	26,250.00	-26,250.00	0.0%	45,000.00	45,000.00
47208 · Mixers	0.00	0.00	875.00	-875.00	0.0%	1,500.00	1,500.00
47210 · Associate Membership	0.00	250.00	1,166.67	-916.67	21.43%	2,000.00	1,750.00
Total 47200 · Program Income	7,750.00	65,187.50	96,250.00	-31,062.50	67.73%	165,000.00	99,812.50
Total Income	446,406.68	1,949,947.92	1,786,397.08	163,550.84	109.16%	3,062,395.00	1,112,447.08
Gross Profit	446,406.68	1,949,947.92	1,786,397.08	163,550.84	109.16%	3,062,395.00	1,112,447.08
Expense							
61000 · Civil Sidewalks							
61002 · Vacant Window Beautification	0.00	7,406.35	4,666.67	2,739.68	158.71%	8,000.00	593.65
61005 · Security Camera Expenses	70.00	18,274.63	29,166.67	-10,892.04	62.66%	50,000.00	31,725.37
61006 · Flag Installation & Maintenance	4,695.00	37,651.01	40,833.33	-3,182.32	92.21%	70,000.00	32,348.99
61012 · Holiday Decor	0.00	0.00	29,166.67	-29,166.67	0.0%	50,000.00	50,000.00
61008 · Janitorial	210,432.00	841,728.00	736,512.00	105,216.00	114.29%	1,262,592.00	420,864.00
61010 · Special Project Beautification	9,910.81	11,133.62	90,416.67	-79,283.05	12.31%	155,000.00	143,866.38
61011 · Lighting	0.00	0.00	58,333.33	-58,333.33	0.0%	100,000.00	100,000.00
61030 · Security Patrol	0.00	0.00	0.00	0.00	0.0%	110,000.00	110,000.00
61035 · Storage/Maintenance Office	320.75	58,075.25	70,000.00	-11,924.75	82.97%	120,000.00	61,924.75
61055 · Professional Fees	1,039.99	9,023.75	17,500.00	-8,476.25	51.56%	30,000.00	20,976.25
61040 · Technology	1,188.17	1,188.17	11,666.67	-10,478.50	10.18%	20,000.00	18,811.83
61050 · Personnel	22,030.86	109,423.54	112,583.33	-3,159.79	97.19%	193,000.00	83,576.46
61000 · Civil Sidewalks - Other	0.00	0.00	25,300.00	-25,300.00	0.0%	43,372.00	43,372.00
Total 61000 · Civil Sidewalks	249,687.58	1,093,904.32	1,226,145.33	-132,241.01	89.22%	2,211,964.00	1,118,059.68

Downtown Santa Barbara Improvement Association

Profit & Loss Budget vs Actual

July 2026

Cash Basis

	Jul 26	Jan - Jul 26	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Remaining Budget
62000 · Administration							
62060 · Bank Fees	-5.61	564.76	583.33	-18.57	96.82%	1,000.00	435.24
62070 · Insurance - Liability, D and O	0.00	11,007.66	7,000.00	4,007.66	157.25%	12,000.00	992.34
62040 · Office Supplies	0.00	1,740.56	1,750.00	-9.44	99.46%	3,000.00	1,259.44
62020 · Postage, Mailing Service	0.00	11.95	2,333.33	-2,321.38	0.51%	4,000.00	3,988.05
62030 · Printing and Copying	215.32	1,706.75	2,041.67	-334.92	83.6%	3,500.00	1,793.25
62090 · Rent & Utilities	961.86	25,234.41	20,416.67	4,817.74	123.6%	35,000.00	9,765.59
62010 · Subscriptions, Memberships	0.00	2,781.25	1,750.00	1,031.25	158.93%	3,000.00	218.75
62045 · Technology	721.90	2,667.97	2,916.67	-248.70	91.47%	5,000.00	2,332.03
62050 · Telecommunications	699.43	4,197.65	5,250.00	-1,052.35	79.96%	9,000.00	4,802.35
62100 · Professional Fees							
62110 · Accounting Fees	2,927.50	15,625.50	11,666.67	3,958.83	133.93%	20,000.00	4,374.50
62120 · Payroll Processing	571.01	3,034.43	3,500.00	-465.57	86.7%	6,000.00	2,965.57
62140 · Legal Fees	0.00	0.00	1,458.33	-1,458.33	0.0%	2,500.00	2,500.00
62150 · Outside Contract Services	2,706.29	4,067.06	2,625.00	1,442.06	154.94%	4,500.00	432.94
Total 62100 · Professional Fees	6,204.80	22,726.99	19,250.00	3,476.99	118.06%	33,000.00	10,273.01
62200 · Personnel							
62210 · Wages & Salaries	13,037.68	64,045.11	69,980.17	-5,935.06	91.52%	119,966.00	55,920.89
62220 · Payroll Tax	4,767.80	24,741.97	26,405.75	-1,663.78	93.7%	45,267.00	20,525.03
62230 · Health Insurance	3,422.37	24,047.09	24,640.00	-592.91	97.59%	42,240.00	18,192.91
Total 62200 · Personnel	21,227.85	112,834.17	121,025.92	-8,191.75	93.23%	207,473.00	94,638.83
Total 62000 · Administration	30,025.55	185,474.12	184,317.58	1,156.54	100.63%	315,973.00	130,498.88
63000 · District Identity							
63005 · Activations/Special Events	0.00	8,575.00	37,333.33	-28,758.33	22.97%	64,000.00	55,425.00
63010 · Advertising	221.00	9,158.39	20,416.67	-11,258.28	44.86%	35,000.00	25,841.61
63025 · Branding	0.00	367.01	5,833.33	-5,466.32	6.29%	10,000.00	9,632.99
63030 · Printing / Postage	0.00	389.52	5,833.33	-5,443.81	6.68%	10,000.00	9,610.48
63035 · Public Relations	48.00	602.27	8,750.00	-8,147.73	6.88%	15,000.00	14,397.73
63045 · Website	0.00	13,300.00	4,083.33	9,216.67	325.71%	7,000.00	-6,300.00
63050 · Personnel	15,787.94	75,259.03	86,843.75	-11,584.72	86.66%	148,875.00	73,615.97
Total 63000 · District Identity	16,056.94	107,651.22	169,093.75	-61,442.53	63.66%	289,875.00	182,223.78

Downtown Santa Barbara Improvement Association

Profit & Loss Budget vs Actual

July 2026

Cash Basis

	Jul 26	Jan - Jul 26	YTD Budget	\$ Over Budget	% of Budget	Annual Budget	Remaining Budget
64000 · Program Expenses							
64010 · Advertising							
64011 · Digital	0.00	0.00	2,625.00	-2,625.00	0.0%	4,500.00	4,500.00
64012 · Print	750.00	1,750.00	1,750.00	0.00	100.0%	3,000.00	1,250.00
64013 · Videography/Photography	0.00	400.00	583.33	-183.33	68.57%	1,000.00	600.00
64010 · Advertising - Other	0.00	0.00	2,041.67	-2,041.67	0.0%	3,500.00	3,500.00
Total 64010 · Advertising	750.00	2,150.00	7,000.00	-4,850.00	30.71%	12,000.00	9,850.00
64018 · Entertainment	0.00	1,500.00	1,750.00	-250.00	85.71%	3,000.00	1,500.00
64020 · Event Supplies	17.68	6,811.80	8,341.67	-1,529.87	81.66%	14,300.00	7,488.20
64025 · Event Permits	800.00	6,190.00	5,833.33	356.67	106.11%	10,000.00	3,810.00
64030 · Contract Services	0.00	9,950.00	7,000.00	2,950.00	142.14%	12,000.00	2,050.00
64040 · Printing and Copying	1,509.44	31,678.77	24,500.00	7,178.77	129.3%	42,000.00	10,321.23
64045 · Technology	129.00	1,256.29	3,966.67	-2,710.38	31.67%	6,800.00	5,543.71
64050 · Personnel	10,539.38	49,073.98	56,865.08	-7,791.10	86.3%	97,483.00	48,409.02
Total 64000 · Program Expenses	13,745.50	108,610.84	115,256.75	-6,645.91	94.23%	197,583.00	88,972.16
Contingency/Reserve	0.00	0.00	39,083.33	-39,083.33	0.0%	67,000.00	67,000.00
Total Expense	309,515.57	1,495,640.50	1,733,896.75	-238,256.25	86.26%	3,082,395.00	1,586,754.50
Net Ordinary Income	136,891.11	454,307.42	52,500.33	401,807.09	865.34%	-20,000.00	-474,307.42
Other Income/Expense							
Other Income							
49000 · Interest Income	1,994.59	23,913.81	14,000.00	9,913.81	170.81%	24,000.00	86.19
80000 · Unrealized G/L	-564.70	98.72	0.00	98.72	100.0%	0.00	-98.72
Total Other Income	1,429.89	24,012.53	14,000.00	10,012.53	171.52%	24,000.00	-12.53
Other Expense							
62901 · Investment Fees	298.23	1,435.48	2,333.33	-897.85	61.52%	4,000.00	2,564.52
Total Other Expense	298.23	1,435.48	2,333.33	-897.85	61.52%	4,000.00	2,564.52
Net Other Income	1,131.66	22,577.05	11,666.67	10,910.38	193.52%	20,000.00	-2,577.05
Net Income	138,022.77	476,884.47	64,167.00	412,717.47		0.00	-476,884.47

Draft 2027 Programming, Marketing and Organizational Priorities

Signature and Expanded Programming

- Build partnerships with businesses, district neighborhoods and community organizations to support new downtown activations and events.
- Complete two to three mural installations.
- Explore other downtown public art opportunities
- Explore youth performance series to attract families downtown
- Continue strengthening the Downtown Santa Barbara Holiday Parade.

New Concepts to Explore

- Launch a February Show Your Love to Small Businesses campaign featuring flowers, valentines and business promotions.
- Explore a Downtown Fashion Show in March or April.
- Explore a downtown Cocktail Competition.
- Develop additional seasonal campaigns designed to generate measurable downtown visits and spending.

Programs to Refresh

- Transform Small Business Saturday into a Holiday Shopping Stroll featuring hot chocolate, seasonal treats and participating-business promotions.
- Expand downtown holiday décor through poinsettias, ribbons, bows and coordinated storefront decorations.
- Consider replacing ArtOber with a new harvest-themed campaign.
- Pause the Downtown Dance Nights, to make room for Taste of Downtown series to drive traffic to diverse downtown businesses

Marketing and Communications

- Produce quarterly targeted commercials on KEYT designed to attract locals
- Implement targeted, trackable marketing through Datafy.
- Improve performance tracking and reporting to demonstrate how marketing, events and activations benefit downtown businesses.
- Launch a Downtown Hidden Gems social media series.
- Continue regular social media reels, new-business features and other business highlights.
- Produce the weekly What's Happening Downtown e-newsletter.
- Produce the monthly business update e-newsletter.
- Maintain and expand website guides, event listings, activations and downtown news.

- Produce the annual meeting and presentation and written report – A year in review.

Core Programs and Events

- 1st Thursday: Monthly, 5–8 p.m.
- Annual Awards Breakfast: February 16 or 23, 2027
- LIVE Art & Wine Tour: April 29, 2027
- Downtown Santa Barbara Holiday Parade: December 7, 2027
- Ongoing holiday programming and promotions
- Downtown Trick or Treat
- Holiday and Halloween Décor Contests
- Taste of Downtown Series – Continue to explore and refine new concept

Funding, Grants and Sponsorships

- Pursue grants supporting downtown marketing, events, beautification and activations.
- Expand sponsorship opportunities for major events and ongoing programs.
- Work with the City, funders and grant-making organizations to secure dedicated funding for downtown marketing and activations.
- Identify potential resources supporting current downtown operations and the future implementation of the **State Street Master Plan**.

Team and Organizational Capacity

- Build staff capacity to support current and expanded programming, communications, partnerships, sponsorships and grant management.
- Train and develop new staff.
- Expand the internship program to support organizational needs and develop future downtown-management professionals.

Draft 2027 Budgeting Priorities: Civil Sidewalks and Land Use

1. Cleaning, Safety and District Enhancement

- Continue funding the districtwide maintenance program, including responsive cleaning and ongoing attention to high-priority areas.
- Consider increasing the frequency of cleaning in areas affected by tree droppings and other recurring maintenance issues.
- Continue the maintenance hotline for businesses and community members to request cleaning services.
- Continue to expand the Security Camera Program to improve coverage and coordination throughout the district.
- Evaluate 6 month pilot security patrol program for continued funding in 2027.
- Track maintenance and security requests, response times, recurring problem areas and overall program effectiveness.
- Continue Window Beautification Projects that improve vacant or underutilized storefronts.
- Host regular neighborhood meetings to share resources, address issues and build community
- Add approximately three new murals within the district.
- Explore additional temporary and permanent public art installations.
- Pilot targeted landscaping and other small-scale beautification projects.
- Continue implementation and expansion of paseo lighting and security cameras.
- Maintain and clean existing asphalt art projects and evaluate opportunities for future installations.

2. Land Use, Housing and Policy

- Continue supporting improvements that streamline the City's permitting processes and reduce the time required to open a business or advance a development project.
- Support the development and implementation of an effective property maintenance ordinance.
- Maintain a focused policy effort supporting the creation of approximately 2,000 new housing units downtown.
- Work closely with the City on implementation of the State Street Master Plan, including interim operations, access, circulation, maintenance and activation.
- Advocate and participate in creating policies that support downtown investment, adaptive reuse, housing production, business retention and long-term economic vitality.

3. Communications, Business Support and Data (related to Civil Sidewalks and Land use)

- Market the organization's cleaning, safety, beautification, economic-development and policy work so that ratepayers and the broader community understand the services being delivered.
- Celebrate and promote new and existing downtown businesses, property investments and development projects.
- Use data to evaluate changes in public perception, downtown visitation and the overall economic health of the district.
- Track measurable outcomes to guide future budgeting decisions, demonstrate program effectiveness and identify areas requiring additional investment.



Mark your calendar and join us!

*You are cordially invited to the
Downtown Santa Barbara Improvement Association's*

2026 Annual Meeting
Thursday, October 22, 3:30–5:30 p.m.
DSBIA Office
419 State Street, Santa Barbara

During the meeting, we will share accomplishments and highlights from the first year of district operations and discuss priorities for the year ahead. We will also hold elections for new and returning members of the DSBIA Board of Directors. The presentation and business meeting will be followed by a networking mixer.

The following individuals are continuing their terms or have been nominated to serve on the Board in 2027. On back side of this letter are new nominees and outgoing board members.

Current Board Members with one year remaining in their terms

- Dan Burnham, Homeowner
- Brian Cearnal, Cearnal Collective
- Adam Geeb, SIMA
- Trevor Large, Fauver, Large, Archbald & Spray LLP
- Peter Lewis, Developer
- Kelly McAdoo, City of Santa Barbara
- Gillian Muralles, Lilac Patisserie
- Trey Pinner, Santa Barbara Property Group
- Tony Vallejo, Nicholson & Schwartz

Current Board Members nominated for reelection

- David de L'Arbre, Santa Barbara Travel
- Kirk Lagerquist, County of Santa Barbara
- Anne Petersen, Santa Barbara Trust for Historic Preservation
- Ron Robertson, Balboa Building



New Board Member Nominees for 2027

- Justin Diem, Radius Group
- Todd Eliason, JackBuilt
- Mitchell Sjerven, Bouchon Restaurant
- Sarah York Rubin, Office of Arts and Culture
- CJ Young, Tri-County Furniture
- Jessica de L'Arbre, Habitat for Humanity ReStore

Outgoing Board Members

- Chris Cline, Hotel Santa Barbara
- Stenn Parton, Prism Places
- Stephanie Payne-Campbell, domicile
- Crosby Slaughter, Investec

We extend our sincere appreciation to the outgoing directors for their service through the end of 2026 and contributions to the organization and downtown community.

The board nomination period will remain open through October 11.

If you would like to nominate an individual who is not listed above please email info@downtownsb.org with the name of the person you would like to nominate, background, why they would be a good fit and their contact information.

The Nominating Task Force will review all submissions and present a final slate to the for a board vote at the Annual Meeting on October 22.

Elected members will begin service in January 2027.

We encourage all Downtown CBID ratepayers to RSVP to info@downtownsb.org to attend, learn more about the organization's work and connect with fellow downtown property owners, business representatives and community partners.

We hope you will join us as we celebrate our first year and look ahead to an exciting 2027.

Sincerely,



Robin Elander

Executive Director

Downtown Santa Barbara Improvement Association