



EXECUTIVE COMMITTEE MEETING
Thursday, October 15, 2026, 12 PM – 1:30 PM
DSBIA office - 419 State Street
Zoom Link

<https://zoom.us/j/5213264476?pwd=bLNDJnJaDgEnlr85c9psmDkpXHVkOE.1>

AGENDA

- 1. Call to Order** David de L'Arbre (DD)
- 2. Public Comment** DD
Recommended Action: Any member of the public may comment on items not on the agenda up to 3 minutes.
- 3. Minutes** DD **Vote** 3 mins
Recommended Action: Vote to adopt September meeting minutes
- 4. 2027 Board Member Nominations** DD **Vote** 3 mins
Recommended Action: The Board president shares final recommendations from the nominations task for 2027 board nominations. Review and vote to advance final recommendations to the full board for election at the October 22 Annual Meeting.
- 5. Treasurer Report** Tony Vallejo **Update** 5 mins
Recommended Action: Receive a draft of the latest financial report.
- 6. 2027 Budget & Reserves** Tony Vallejo / RE **Vote** 30 mins
Recommended Action:
 - a. Review 2027 budget in preparation for advancing to full board for adoption at the November 5 Special Board meeting. **Vote**
 - b. Review reserves and discuss recommendations for their use **Vote**
- 7. Committee Reports** 10 mins
Recommended Action: Receive an organizational progress update since last meeting:
 - a. Placemaking and Identity Anne Petersen **Vote** 5 mins
Locations for Murals RFP
Recommended Action: Review revised RFP for locations for murals and vote to approve for distribution.
 - b. Civil Sidewalks A. Geeb **Update** 5 mins
 - c. Land Use C. Slaught / R. Robertson **Update** 5 mins**Public Comment:** Any member of the public may comment for up to 3 minutes.
- 8. Executive Director Report** Robin Elander **Update** 10 mins
Recommended Action: Receive an organizational progress update since last meeting, not already addressed in the meeting.
Public Comment: Any member of the public may comment for up to 3 minutes.
- 9. Review and Finalize Draft Meeting Schedule:**

- **Executive Committee:** November 19, December 17, January 21, noon
- **Special Board Meeting:** November 5, noon – 1 pm
- **Combined Land Use, Civil Sidewalks & Placemaking:**
November 12, and December 10, noon – 1:30 pm;
- **Holiday Party:** Tentative Tuesday or Wednesday December 8 or 9; 5 – 7 pm
- **Board Meetings:** December 24 Canceled
- **Board & Committee Training + Board Meeting; Thursday, January 28; 2:00 – 5 pm**
- **No committee meetings in January besides training – January 28**

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

Downtown Santa Barbara Improvement Association Executive Committee Meeting Minutes

Meeting Date: Thursday, September 17, 2026; 12:00 – 1:30 PM

Location: 419 State Street, Santa Barbara and Zoom

Attendees: David de L'Arbre, Trevor Large, Ron Robertson, Anne Petersen, Richard Yates, Trey Pinner, Tony Vallejo

Remote: Crosby Slaught

DSBIA Staff: Robin Elander, Emily Donelan

Item 1: Call to Order and Introductions

Board President David de L'Arbre called the meeting to order at 12:03 PM.

Item 2: Public Comment

- None

Item 3: Approval of the August 2026 Minutes

- Motion to approve the August 2026 Executive Committee Meeting Minutes - Motion was made by David de L'Arbre, and seconded by Ron Robertson. The rest of the group was in favor.

Item 4: Board Nominations

- Board President David de L'Arbre shared an update on board nominations and board members exiting. District nominations mailing and election to take place on Oct. 22 as part of the Annual Meeting process.

Item 5: Treasurer report.

Treasurer Tony Vallejo shared a draft of the August financials

Item 6: Budget Priorities and Planning

- Robin provided a report on the 2027 budget priorities and planning and announced a special board meeting to discuss budgeting on November 5th from 12-1pm. She discussed meeting with each of the committee chairs regarding the budget and bringing it back to the executive committee before bringing it to the Board.
- Robin reported that the assessment fees came in closer to 2.2 million, more than compensating for the loss of the City marketing budget of \$150,000. The committee discussed allocation of the additional funding and emphasized marketing and civil sidewalks.
- Motion to accept the 2027 Budget Recommendations: Motion was made by Rob Robertson, and seconded by David de L'Arbre. The rest of the committee voted in favor.

Item 7: Executive Director Report

a. Staffing

- Robin introduced new PT staff members Emily Donelan and Bailey Schroerlucke joining as Special Project Assistant and Events and Communications Assistant, respectively.
- b. Annual meeting**
- Committee discussed the 2026 Annual Meeting and Mixer taking place on October 22nd. Robin will present a slide deck discussing DSBIA's accomplishments to date.
 - The annual awards breakfast remains planned for February 2027.
- c. Interim operations**
- Robin provided an update on the State Street Master Plan and interim operations, including announcing an operations meeting on October 6th. Tess Harris will present the interim operations plan to City Council in late November or early December, following the City Council Elections. This was later updated due to the referendum by Jim Knell being filed and signature gathering.
 - The committee discussed how DSBIA can support the interim plan through marketing and activations. Members questioned the length of the proposed 18 month interim plan and its components. The plan includes potentially opening State Street to vehicles from Canon Perdido up and possible structures cordoning off bike lanes for safety.
 - The committee emphasized the importance of advocating for hybrid use of State Street and opening it to vehicles and expressed concern that current designs will not adequately accommodate cars. Committee discussed viability of parklets and potential obstructions to parades.
 - Committee discussed separating the Civil Sidewalks and Land Use Committee meetings in October and a joint meeting in November due to a lighter agenda for both. An additional special meeting was proposed for budget adoption November 5.
- d. Additional Updates**
- Robin provided an update on the Ortega Alley lighting and security camera initiative. The property owners of Dargan's declined security cameras, but the building on the other side of the alley (Vuori and M Special) are interested. Crosby (property owner of Vuori building) tentatively approved security camera installation and will give an update at the next meeting.
 - Robin introduced a new State Street activation: the State Street classic car show on October 11th from 10am-3pm on the 600-800 blocks of State St. The event will be cost neutral with an 80/20 split between the organizers and DSBIA.
- e. Public Comment**
- None

Item 8: Murals RFP

- Committee members recommended changes structure of the RFP for mural projects. Committee discussed the selection of mural locations and proposed a public call for locations, allowing the public/artists to contribute to the selection of sites. Committee

members suggested adding lighting to the murals to deter graffiti/tagging. Committee deferred action on Mural RFP until next meeting.

Item 9: Committee Reports

f. Placemaking:

- Fall/winter programming: Anne and Robin provided updates on fall/winter programming and activations, including ARTOBER, Dance Nights, and Holiday Parade.
- Marketing update: Robin shared marketing data from the YTD Executive brief, showing increases in both web users and instagram video/content views. Data sourced from Google analytics and Hubspot and shows that DSBIA's top category of web traffic users are Los Angeles residents.

g. Civil Sidewalks:

- Robin updated the committee on the downtown security patrols. DSBIA hired a Triumph guard for patrols 7 days a week, 8 hours a day for a 6 month pilot period and will measure their impact on downtown to determine if we want to proceed with the program. The committee received an update on the 30 security cameras which will be installed throughout the downtown corridor.

h. Land Use

- i. Housing
 - ii. State St Master Plan and interim operations
- State St interim operations mainly discussed in the executive director report.

Next Meeting:

The next meeting is scheduled for Thursday, October 15th 12-1pm.

Adjournment:

The meeting was adjourned at 1:35 pm.