



DOWNTOWN
SANTA BARBARA

EXECUTIVE COMMITTEE MEETING
Tuesday, October 29, 2024 12 – 1 PM

In Person:

27 E. De La Guerra Street, Suite B
 Santa Barbara, CA 93101

AGENDA

- | | | | |
|---|--------------------------|------------|--------|
| 1. Call to Order | Anne Petersen | | |
| 2. Public Comment | (3 minutes per person) | | |
| 3. Presidents Report | Anne Petersen | Report | 5 min |
| <i>Recommended Action: The Board President will share any organization updates since last meeting.</i> | | | |
| 4. CBID Update | A. Petersen + D. L'Arbre | Discussion | 30 min |
| <i>Recommended Action: David de L'Arbre and Anne Petersen will provide updates on recent CBID meetings and facilitate a group discussion on specific transition items necessary for BID and organization dissolution.</i> | | | |
| 5. Executive Director Report | Robin Elander | Report | 10 min |
| <i>Recommended Action: The Executive Director will provide updates on recent and upcoming activities in Downtown Santa Barbara's operations.</i> | | | |
| 6. New Business | Committee members | Discussion | 5 mins |
| 7. Adjourn | Anne Petersen | | |

Next Meeting: TUESDAY 11/19/24 at 12 PM. Same Location

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

Executive Committee meeting minutes

September 24, 2024

Attendees: *Board members:* Bob Stout, Anne Petersen, Stephanie Payne Cambell, Rich Sander, Ron Robertson, Richard Yates, David de L 'Arbre,
Staff: Robin Elander, Kaitlyn Grisswell.

Call to Order: 12:04 PM

Public Comment: Ron pointed out an error regarding the appointment of the Executive Director, clarifying that the Interim Board can appoint rather than the permanent board.

President's Report: Robin and Anne discussed the nominations process for the DSB and decided not to conduct one this year, as we have enough board members. It was noted that Anne will reach out to confirm who will renew in 2025. She continued to report that there's no need to recruit new members if the organization plans to wind down in the first or second quarter of 2025. Members expressed disappointment over the low turnout at the previous board meeting. A discussion followed, emphasizing the need for the President to check in with absent members.

CBID Update: The new board is currently engaged in a variety of organizational set up activities. Bylaws have been distributed to the interim board for review, and the agreement with the City of SB has been circulated. The next board meeting will focus on approving the bylaws and the disbursement agreement. The proposed committee/task force structure includes Civil Sidewalks, Land Use, Placemaking and Identity and an Executive Committee. Meetings with Marco and Robin have been arranged to explore the possibility of co-chairing some committees.

It was noted that the next three months are crucial, with funding expected to materialize in mid-December to January.

Other updates: The tax measure on the ballot is significant, and the city is highly focused on it. At the last board meeting, Kelly McAdoo committed to funding the marketing budget for DSB through the end of the fiscal year, aiming for \$310K, though a more likely figure is \$303,800. A discussion ensued about the profitability of various programs within the organization and the implications of the city budget, focusing on concerns regarding

financial support and administrative costs. More comments and concerns were raised about the city's perception that they may not need to fund certain vital programs with the anticipated increase in revenue. Further discussions were held regarding the differing expectations between the city and CBID parties. It was noted that these discussions are ongoing.

Executive Director's Update: Robin reported that there are numerous programming efforts underway, including the successful Shoptember and Brewfest events, which sold out and generated approximately \$10.5K in ticket sales. She noted that the potential for revenue next year could exceed \$13K with additional marketing investments. While not yielding huge profits, these events provide valuable learning experiences for the organization. She continued to report that DSB is currently exploring opportunities for holiday programming, including a ticketed event in lieu of a board/staff party, which could support additional holiday initiatives. She noted that efforts are being made to populate the city and DTSB events calendar with impactful yet cost-effective activities, including discussions about a weekly block party and continuing street dancing events ie: country line dancing, salsa dancing.

The next Transition Committee meeting will focus on organizational assets, their transfer, lease terms, etc. David raised questions regarding the EIDL and appropriate next steps.

There was no new business to discuss.

Adjournment: 1:07pm