



DOWNTOWN
SANTA BARBARA

EXECUTIVE COMMITTEE MEETING
Tuesday, November, 28, 2023, 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 20 min
 Recommended Action: The Board President will share an update on any pertinent general DSB or board related activities since since last meeting.
- 4. **Executive Director Report** Robin Elander Report 20 min
 Recommended Action: The Executive Director will provide updates recent and upcoming activities in Downtown Santa Barbara’s operations.
- 5. **New Business** Committee members 10 min
 Recommended Action: Discuss any new business that should be added to a future meeting agenda.
- 6. **Adjourn** Anne Petersen

Next Meeting: TUESDAY 1/23/23 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

Date: October 24th, 2023
Time: 12:00 PM
October DSB Executive Meeting

Call to Order:

12:05pm

Attendees:

Anne Peterson
Nicole Castillo
Robin Elander
Matt La Brie
David de L'Arbre

Public Comment:

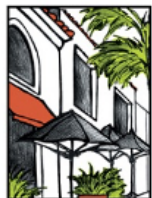
None.

President's Report:

Simple short nominations process for next year as CBID process delayed into next year
Ready for a full year of operations with the current BID.

Regarding nominations:

Matt La Brie needs to step down due to time
Katie Grassini unable to continue as well
Robin Gose unable to continue
Executive Board will have some vacancies
Ideas for board members:
Caitlyn, agent for Hayes
Michelle from Paseo Nuevo
Crosby Slaughter, on the CBID steering committee
Lynn from L'arcada
Justin Diem from Radius Group
Todd Alieson from Jack Built
Sharon Rich from Friends of State Street
Term List to be sent for any turnarounds for renomination
Property Owner on every block of state street on this board.
Larry Feinberg is retiring, Cecilia to start as replacement in November
Attorney would be helpful as well for board members.



DOWNTOWN SANTA BARBARA

Update on Audit:

Held up due to delayed access at both banks

Signing to be brought to Santa Barbara

Nominating Thursday the 26th at 2:30pm

Executive Director Report:

CBID updates:

Tom Foley is a go, ballot sent in

David Corwin is a go, (but later changed his mind)

Marco to bring in external CBID leaders for public forum on why do CBID's work and why do owners need to do this. Record and play it back (or zoom). Outside voice might be beneficial for turning the tide.

Currently a couple percentage points away from 20%, once that is reached the committee is waiting for 'optimal point' to bring to the city for authorization.

Last week was a big week for the Media. Situation with the Jewish Federation Flags being flown on State Street with protests averted on Saturday and permitted demonstrations happened today. Jewish Federation flags are planned to go down tonight, being replaced by ILRC tomorrow.

Paseo Nuevo ended the lease of Blissful Boutiques market ending on November 30th with plans to replace it with their own. The organizer reached out to the organization though the decision was made not to compete with the Paseo Nuevo market and the organizer went to press with various accusations.

Agreement in process with Light Festival donor to allocate funds and relationship

Goal of having a small scale intro project this upcoming February and larger scale for 2024.

BID renewal process began for another year, annual report to the city by the 21st and presentation in January.

Preparing Annual Letter and report for a letter to be sent out by the first week of December.

Team reviewing work for the past year, working to strategize and streamline for the upcoming year.

Intern about to begin to assist with prospecting for sponsorship.

100+ Trick or Treat participants this upcoming Saturday the 28th

Working in collaboration with Police Activities League students for distribution

17 participated in the decor contest, judging to begin Thursday at 3:30, and end judging at Institution Ale for nominations.

Business Spotlight Series is back with a new look, incoming November Happenings 12pm on November 1st. Aired by TVSB as a rerun, live on Facebook, and promoted by the Independent.

Artober robust month. Over 30 organizations participated with various diverse experiences throughout Downtown. Second year happening and assisted by Mark Whitehurst!

Country Line dancing and Latin Nights happening until November 15th.



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New Business:

BID renewal process, getting the board together for strategies to survive and thrive with current BID collections and current City contract.

Potential for partnership in order to access grant funds and added sponsorships and fundraising.

Adjourn

12:55pm