



DOWNTOWN
SANTA BARBARA

EXECUTIVE COMMITTEE MEETING

Tuesday, April, 25, 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. | Fiscal Year 23-24 Planning & Budgeting | Robin Elander | Discussion | 15 mins |
| | a. Focus on Partnership Programming | | | |
| | b. Discussion of Holiday Programming | | | |
| | c. Building community and initiative around focus areas: | | | |
| | - CBID & new entity – building new infrastructure | | | |
| | -Economic development – furthering support systems for new and existing businesses | | | |
| | -Strategic marketing and promotion campaigns to elevate the brand, with a focus on local shopping, experiential activities, cultural and family | | | |
| | -Training and supporting staff to meet the needs of the changing downtown landscape | | | |
| | -Budgeting to support goals above | | | |
| 3. | Presidents Report | Anne Petersen | Report | 5 min |
| | Recommended Action: The Board President will provide any updates or recommendations on Downtown Santa Barbara’s operations. | | | |
| 4. | Executive Director Report | Robin Elander | Report | 10 min |
| | Recommended Action: The Executive Director will provide updates on Downtown Santa Barbara’s operations. | | | |
| 5. | Treasurer Report | Richard Yates | Discussion | 10 min |
| | Recommended Action: The Treasurer will provide any updates on Downtown Santa Barbara’s financial operations. | | | |
| 6. | New Business | Committee members | | 10 min |
| | Recommended Action: Discuss any new business that should be added to a future meeting agenda. | | | |
| 7. | Adjourn | Anne Petersen | | |

Next Board Meeting: TUESDAY 05/23/2023 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.