



DOWNTOWN
SANTA BARBARA

EXECUTIVE COMMITTEE MEETING

Tuesday, July, 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. **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. **CBID Update** R. Elander + A. Petersen Discussion 15 mins
 Recommended Action: The Board President and Executive Director share an update on the CBID and upcoming next steps.
- 5. **Executive Director Report** Robin Elander Report 15 min
 Recommended Action: The Executive Director will provide updates recent and upcoming activities in Downtown Santa Barbara’s 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 Meeting: TUESDAY 08/22/2023 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.



DOWNTOWN SANTA BARBARA

Date: June 27th, 2023

Time: 12:00 PM

Meeting: June DSB Executive Meeting

Meeting called to order at 12:04 pm.

Attendees: Dan Burnham, Ron Robertson, Anne Petersen, Matt La Brie, Katie Grassini, Robin Elander, David de L'Arbre, Richard Yates, and Nicole Castillo taking minutes.

The purpose of the meeting was to go over the details of the June 20th CBID Meeting Recap and discuss Next Steps. The meeting covered a range of topics, including discussions on management structures, discussions on whether or not to dissolve the current BID, stakeholder engagement, and the ballot process.

One of the critical issues discussed during the meeting was the decision to transition resources of DSB to the CBID entity shall the CBID pass. The group reached a consensus that there should be one organization with its staff and management structure, not two. They also discussed the role of businesses in the new CBID and the importance of stakeholder engagement from businesses, as well as the 51% Property Owner requirement. The group agreed not to renew the bid next year if the CBID Passes and there are sufficient funds that would not create a lapse in services. Katie had a question about whether CBID general votes approved the proposals, and Robin answered that there would be a ballot to the proposed district (Sola to Cabrillo + Zone 2 areas), from the State side of Chapala and all of Anacapa. The public meeting was scheduled for the next day to facilitate the conversation between the chamber and DSB.

The ballot would go out for two months, once and then it would be reviewed by the city to ensure that 30% of the proposed district was in favor. Once the ballot was passed, the funds would come in through a hand ballot. Matt noted that by dissolving the bid, it would save businesses some money.:

First Year Parcel Assessment Calculation

The annual assessment method to calculate all parcels for Benefit Zone 1 will be:

$$\begin{aligned} & \text{Total Linear Frontage} \times \$6.00 \text{ per foot} \\ & + \\ & \text{Total Building Square footage} \times \$0.22 \text{ per sq. ft.} \\ & + \\ & \text{Total Lot Size} \times \$0.18 \text{ per square foot} \end{aligned}$$

=

TOTAL PARCEL ASSESSMENT

The annual assessment method to calculate all parcels for Benefit Zone 2 will be:

Total Linear Frontage x \$4.50 per square foot

+

Total Building Square footage x \$0.16 per square foot

+

Total Lot Size x \$0.13 per square foot

=

TOTAL PARCEL ASSESSMENT

The meeting also discussed the tax distribution and the issues surrounding the Balboa building leasing out and the effect of these taxes. The group had a discussion on the calculations of the average tax amount and the difference between paying for BID vs CBID.

Robin reminded everyone of the value this would bring with the added cleaning and activations for State Street. Robin also brought up the decision of who to present at the CBID meeting on Wednesday morning. The group then had a discussion about the communication strategy for the incoming CBID meeting.

Anne reminded the group of why these decisions needed to be answered due to the start of public outreach and the necessity of answers to provide to the public. Dan suggested that the Steering committee be appointed first and reminded the group of being open to ideas of the chamber to provide for the.

Robin emphasized that the service plan was a priority, as long as the maintenance, security, marketing, and programming of the district were being executed in a quality manner. The group also discussed what partnership with the chamber would look like if any.

The group agreed about the need to appoint an interim board as soon as possible to support the transitions taking place. The city is approving their fiscal budget for the incoming full fiscal year, and therefore will be set up for success for status quo operations for the next fiscal year either way. The group also discussed who would be the designated spokesperson and the topics and structure of communication for tomorrow's meeting.

David shared his thoughts on the simplicity of the organization, and the group agreed that a formal request for a 1 year management plan should come later in the meeting. Two incoming CBID meetings were scheduled: a public meeting from 9-10 am and a facilitated meeting from 10-11 am. The group agreed that David and Anne would take the lead for the public meeting the following day.

Finally, the group noted that the City Council would be reviewing the idea of outdoor dining on State Street later that day, and the possibility of extending the ERETO for another three years.

The meeting was adjourned at 1:14pm.