



DOWNTOWN SANTA BARBARA

BOARD MEETING

Tuesday, February 13, 2024

8:30 - 10 AM

In Person:

Balboa Building Theatre

735 State Street

Zoom, Hybrid Digital Option for members of the public only

<https://us02web.zoom.us/j/8708247399>

AGENDA

- | | | | | |
|----|---|----------------------------------|------------|---------|
| 1. | Call to Order
<i>Roll call of Board member Attendance</i> | Anne Petersen
Nicole Castillo | | 3 mins |
| 2. | Public Comment | (3 minutes per person) | | |
| 3. | Approval of Minutes
<i>Recommended Action: Approve minutes for January 2024 meeting.</i> | Anne Petersen | Vote | 3 min |
| 4. | Treasurer’s Report
<i>Recommended Action: Receive latest financials and vote to adopt.</i> | Richard Yates | Vote | 5 min |
| 5. | Presidents Report
<i>Recommended Action: Receive any updates from the Board President pertinent to Downtown Santa Barbara board operations.</i> | Anne Petersen | Report | 5 min |
| 6. | City of Santa Barbara Update: New Downtown Daytime Navigation Center
<i>Recommended Action: Receive a report from Barbara Andersen and Rich Sander on the new Downtown Daytime Navigation and Workforce Development Center at 621 Chapala Street.</i> | B. Andersen, R. Sander | Discussion | 30 mins |
| 7. | Downtown Santa Barbara Focus Topic: New Downtown Projects on the Horizon
<i>Recommended Action: Brian Cearnal, board member and architect will share slides about several new projects on the horizon in the downtown area.</i> | Brian Cearnal | Discussion | 30 min |
| 8. | Executive Director Report
<i>Recommended Action: The Executive Director will provide updates on recent and upcoming activities in Downtown Santa Barbara’s staff operations.</i> | Robin Elander | Report | 10 min |
| 9. | Adjourn | Anne Petersen | | |

Next Board Meeting: TUESDAY 3/12/2024 at 8:30am.

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: January 9th, 2023

Time: 8:30 AM

Meeting: January DSB Board Meeting

1. Call to Order

The meeting commenced at 8:34 AM.

Board Members in Attendance:

Anne Peterson, Robin Elander, Geoffery Carter, Justin Diem, Lauren Trujillo, Amada Cruz, Mark Whitehurst, Nancy Burgner, David de L'Arbre, Tammy Stewart, Richard Yates, Dan Burnum, Stephanie Payne Campbell, Nicky Parr, Kathy Visit SB, Laura Knight, Bob Stout, Brian Cearnal, Caitlin McCahill Hensel, Ron Robertson

2. Public Comment

No public comments were made.

3. Approval of Minutes

Anne Petersen moved for approval of the minutes from the previous meeting. Bob Stout seconded the motion. All members were in favor.

4. Treasurer's Report (Richard Yates)

- Normalcy returned to Accounts Receivable (AR), resulting in an increased bank balance.
- Deposits were made in US Bank to reduce interest payments.
- Bank paperwork was addressed.

5. 2024 Board Elections

- New board members were voted on.
- Elected members: Eric Davis, Justin Diem, Caitlin McCahill Hensel, Nicky Parr, and Amada Cruz, Rich Sander
- Returning members included Mark Whitehurst, Sam Edelman, and Laura Knight.
- The Executive Committee confirmed the slate including:
 - Anne Petersen, President
 - Ron Robertson, Vice President
 - Stephanie Payne- Campbell, Secretary
 - Richard Yates, Treasurer
 - Geoffery Carter
 - David de L'Arbre
 - Bob Stout



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6. 2024 Corporate Resolution Resolution for official signers including:

Anne Petersen, President, Ron Robertson, Vice President, Stephanie Payne- Campbell, Secretary Richard Yates, Treasurer sent to banks was unanimously approved.

7. Reports:

a. Mayor: Not Present

b. City Administrator's office (Brandon Beaudette, Senior Assistant to the City Administrator):

- City attorney is acting as city administrator.
- Hiring process ongoing; applicants being reviewed.
- Cleanup efforts after recent storms discussed.

c. Public Works and Downtown Parking (Sarah Clark):

- Meeting scheduled for Thursday, January 12th, at 7:30 AM. Occupancy trends and results of the Parking Preferences survey discussed to inform budget decisions.
- State Street Interim Operations meeting set for January 30th.
- Deadline highlighted for parklet pre applications (February 1st, 2024).

d. Community Development Report (Tess Harris):

- Update on outdoor dining and future meetings discussed.

e. Police Department (Charles Katsapis, SBPD):

- New commander Kasi Korbett introduced.
- Hiring and organizational updates shared.

f. Kathy Janega Dykes Visit SB:

- Annual tourism update provided.
- Recommendations on the cruise ship industry awaited.

g. Office of Arts and Culture: Not Present

8. Executive Director's Report (Robin Elander)

- Board Member Retreat scheduled for Saturday, February 3rd, from 9:00 AM to 12:00 PM.
- CBID workshop planned; date TBD.
- Annual Awards Breakfast scheduled for February 28th, from 7:30 AM to 10:00 AM.
- Beautification Day was announced for this Saturday, from 9:00 AM to 12:00 PM, to clean up Downtown.

9. Committee Reports:

a. Marketing Committee (Tim Persson):

State Street Flag Design Committee discussed.



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b. Food and Beverage Committee (Bob Stout):

Next meeting scheduled for Thursday, January 18th, at 2:00 PM at 11 W Ortega.

c. Retail Committee (Nancy Burgner):

Additional retail engagement strategies under discussion

d. CBID Steering Committee (David D'Labre):

Continued outreach and push to gather petitions continues to Feb. 28

10. Meeting Adjourned

The meeting concluded at 10:02 AM

Downtown Santa Barbara Profit & Loss Budget vs Actual

December 2023

Accrual Basis

	Dec 22	Dec 23	Budget	\$ Over Budget	% of Budget	Jul - Dec 22	Jul - Dec 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense											
Income											
4000 - Business Improvement Fees	20,000.00	19,833.33	19,833.33	0.00	100.0%	120,000.00	118,999.98	119,000.02	-0.04	100.0%	238,000.00
4050 - City P/M Contract	25,316.67	25,316.67	25,316.67	0.00	100.0%	154,999.98	151,900.02	151,899.98	0.04	100.0%	303,800.00
4600 - Board Contributions	0.00	0.00	500.00	-500.00	0.0%	3,200.00	0.00	3,000.00	-3,000.00	0.0%	6,000.00
4700 - Earned Program Income											
4752 - 1st Thursday Income	15,000.00	300.00	2,666.67	-2,366.67	11.25%	22,600.00	45,425.00	15,999.98	29,425.02	283.91%	32,000.00
4500 - Annual Meeting	0.00	0.00	0.00	0.00	0.0%	50.00	0.00	0.00	0.00	0.0%	15,018.00
4300 - Associate Dues	0.00	0.00	291.67	-291.67	0.0%	1,050.00	1,600.00	1,749.98	-149.98	91.43%	3,500.00
4655 - Flag Installation	0.00	4,000.00	1,583.33	2,416.67	252.63%	2,350.00	20,950.00	9,500.02	11,449.98	220.53%	19,000.00
4754 - Brewery Tour	0.00	0.00	0.00	0.00	0.0%	0.00	9,226.44	6,300.00	2,926.44	146.45%	6,300.00
4753 - Neighborhood Activations	0.00	0.00	833.33	-833.33	0.0%	1,050.00	2,160.00	5,000.02	-2,840.02	43.2%	10,000.00
4705A - Art & Wine Tour	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	38,000.00
4709 - Downtown Mixers	265.00	0.00	666.67	-666.67	0.0%	1,480.00	52.46	2,000.01	-1,947.55	2.62%	4,000.00
4711 - Holiday Parade	2,500.00	15,000.00	2,500.00	12,500.00	600.0%	17,500.00	19,000.00	17,500.00	1,500.00	108.57%	17,500.00
4714a - Map/Brochure	0.00	-550.00	1,650.00	-2,200.00	-33.33%	-550.00	25,050.00	9,900.00	15,150.00	253.03%	19,800.00
Total 4700 - Earned Program Income	17,765.00	18,750.00	10,191.67	8,558.33	183.97%	45,530.00	123,463.90	67,950.01	55,513.89	181.7%	165,118.00
4800 - Interest Income	42.19	46.72	0.00	46.72	100.0%	196.65	293.16	0.00	293.16	100.0%	0.00
Total Income	63,123.86	63,946.72	55,841.67	8,105.05	114.51%	323,926.63	394,657.06	341,850.01	52,807.05	115.45%	712,918.00
Gross Profit	63,123.86	63,946.72	55,841.67	8,105.05	114.51%	323,926.63	394,657.06	341,850.01	52,807.05	115.45%	712,918.00
Expense											
6300 - Program Expenses											
6409 - Mixer Expenses	0.00	0.00	150.00	-150.00	0.0%	811.91	0.00	450.00	-450.00	0.0%	900.00
6405A - Art & Wine Tour	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	17,538.00
6000 - Annual Meeting Expense	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	9,750.00
6040 - Board Meeting	0.00	0.00	80.00	-80.00	0.0%	382.90	0.00	400.00	-400.00	0.0%	800.00
6438 - Event Expenses	2,608.39	2,138.80	1,751.67	387.13	122.1%	13,820.37	11,485.23	10,509.98	975.25	109.28%	21,020.00
6438a - Event Equipment	4,294.74	1,301.82	1,856.83	-555.01	70.11%	22,771.79	11,700.63	11,141.02	559.61	105.02%	22,282.00
6452 - 1st Thursday	1,375.00	1,400.00	300.00	1,100.00	466.67%	6,201.20	5,190.00	1,800.00	3,390.00	288.33%	3,600.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

December 2023

Accrual Basis

	Dec 22	Dec 23	Budget	\$ Over Budget	% of Budget	Jul - Dec 22	Jul - Dec 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6400 - Promotions Expense											
6110 - Web Site Design & Maint	483.33	483.33	500.00	-16.67	96.67%	2,900.02	2,900.02	3,000.00	-99.98	96.67%	6,000.00
6414a - Map/Brochure	0.00	2,144.00	1,583.33	560.67	135.41%	0.00	12,864.00	9,500.02	3,363.98	135.41%	19,000.00
6414e - Advertising/Marketing	941.67	454.00	1,629.17	-1,175.17	27.87%	12,451.67	10,062.60	9,774.98	287.62	102.94%	19,550.00
Total 6400 - Promotions Expense	1,425.00	3,081.33	3,712.50	-631.17	83.0%	15,351.69	25,826.62	22,275.00	3,551.62	115.94%	44,550.00
Total 6300 - Program Expenses	9,703.13	7,921.95	7,851.00	70.95	100.9%	59,339.86	54,202.48	46,576.00	7,626.48	116.37%	120,440.00
6530 - Personnel											
6500 - Salaries	44,717.70	37,548.46	33,261.56	4,286.90	112.89%	191,840.55	190,350.97	199,569.34	-9,218.37	95.38%	399,138.70
6520 - Payroll Taxes	2,820.38	2,247.68	2,565.42	-317.74	87.62%	12,348.12	12,189.88	15,392.48	-3,202.60	79.19%	30,785.00
6125 - Medical Insurance	2,008.86	1,492.81	2,000.00	-507.19	74.64%	9,966.99	8,322.36	12,000.00	-3,677.64	69.35%	24,000.00
6135 - 401K	0.00	0.00	333.33	-333.33	0.0%	0.00	0.00	2,000.02	-2,000.02	0.0%	4,000.00
6130 - Workers' Comp Insurance	388.12	314.75	333.33	-18.58	94.43%	1,928.52	1,888.50	2,000.02	-111.52	94.42%	4,000.00
Total 6530 - Personnel	49,935.06	41,603.70	38,493.64	3,110.06	108.08%	216,084.18	212,751.71	230,961.86	-18,210.15	92.12%	461,923.70
6050 - Professional Services											
6103 - Legal Fees	0.00	0.00	1,666.67	-1,666.67	0.0%	24.95	0.00	9,999.98	-9,999.98	0.0%	20,000.00
6023 - Accounting Services	705.00	1,342.75	1,000.00	342.75	134.28%	5,342.50	7,824.00	6,000.00	1,824.00	130.4%	12,000.00
6025 - Audit & Tax Preparation	0.00	0.00	0.00	0.00	0.0%	4,130.00	2,475.00	4,000.00	-1,525.00	61.88%	9,000.00
6020 - Payroll Processing	361.30	444.90	583.33	-138.43	76.27%	2,014.00	2,580.90	3,500.02	-919.12	73.74%	7,000.00
6102 - Contract Services	4,243.28	3,484.00	4,683.33	-1,199.33	74.39%	22,835.04	37,694.00	28,100.02	9,593.98	134.14%	56,200.00
Total 6050 - Professional Services	5,309.58	5,271.65	7,933.33	-2,661.68	66.45%	34,346.49	50,573.90	51,600.02	-1,026.12	98.01%	104,200.00
6275 - General & Administrative											
6350 - Business Committees	0.00	0.00	66.67	-66.67	0.0%	243.39	483.87	399.98	83.89	120.97%	800.00
6330 - Business Development	0.00	223.38	110.61	112.77	201.95%	748.33	1,196.60	663.64	532.96	180.31%	1,327.30
6105 - Technology Expenses	288.28	215.72	250.00	-34.28	86.29%	1,165.28	2,286.26	1,500.00	786.26	152.42%	3,000.00
6296 - Staff Development	0.00	69.89	125.00	-55.11	55.91%	337.98	328.99	750.00	-421.01	43.87%	1,500.00
6120 - Liability Insurance	1,044.16	1,081.41	1,116.67	-35.26	96.84%	6,264.96	6,613.46	6,699.98	-86.52	98.71%	13,400.00
6154 - Office Maintenance	150.00	242.50	150.00	92.50	161.67%	1,168.65	992.50	900.00	92.50	110.28%	1,800.00
6220 - Office Supplies	0.00	185.00	166.67	18.33	111.0%	1,227.63	663.72	999.98	-336.26	66.37%	2,000.00
6335 - E-Car Maintenance & Insurance	0.00	0.00	125.00	-125.00	0.0%	0.00	0.00	250.00	-250.00	0.0%	500.00
6290 - Membership Dues	250.00	0.00	200.00	-200.00	0.0%	250.00	0.00	200.00	-200.00	0.0%	2,700.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

December 2023

Accrual Basis

	Dec 22	Dec 23	Budget	\$ Over Budget	% of Budget	Jul - Dec 22	Jul - Dec 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6250 - Parking	30.00	6.00	150.00	-144.00	4.0%	42.50	67.20	900.00	-832.80	7.47%	1,800.00
6260 - Postage	0.00	19.30	166.67	-147.37	11.58%	332.04	285.46	999.98	-714.52	28.55%	2,000.00
6270 - Printing & Photocopying	2,362.90	1,728.23	1,463.33	264.90	118.1%	4,975.17	16,623.25	8,780.02	7,843.23	189.33%	17,560.00
6600 - Rent	2,350.00	2,350.00	2,350.00	0.00	100.0%	14,100.00	14,100.00	14,100.00	0.00	100.0%	28,200.00
6045 - Retreat	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	350.00
6370 - Staff Meetings	0.00	0.00	125.00	-125.00	0.0%	492.68	0.00	750.00	-750.00	0.0%	1,500.00
6601 - Storage	85.00	180.00	250.00	-70.00	72.0%	1,590.00	1,505.00	1,500.00	5.00	100.33%	3,000.00
6280 - Telephone/DSL/Cable	599.40	848.72	683.33	165.39	124.2%	4,675.30	4,395.16	4,100.02	295.14	107.2%	8,200.00
6295 - Travel	0.00	43.76	0.00	43.76	100.0%	627.40	263.09	500.00	-236.91	52.62%	1,000.00
6650 - Utilities	0.00	14.19	25.00	-10.81	56.76%	50.00	14.19	150.00	-135.81	9.46%	300.00
6899 - Bank Service Charges	126.56	136.80	166.67	-29.87	82.08%	926.61	2,609.23	999.98	1,609.25	260.93%	2,000.00
6799 - Interest Expense	641.00	0.00	641.00	-641.00	0.0%	641.00	760.48	3,846.00	-3,085.52	19.77%	7,692.00
6900 - Property Tax Expense	0.00	0.00	0.00	0.00	0.0%	488.75	601.00	525.00	76.00	114.48%	525.00
Total 6275 - General & Administrative	7,927.30	7,344.90	8,331.62	-986.72	88.16%	40,347.67	53,789.46	49,514.58	4,274.88	108.63%	101,154.30
Total Expense	72,875.07	62,142.20	62,609.59	-467.39	99.25%	350,118.20	371,317.55	378,652.46	-7,334.91	98.06%	787,718.00
Net Ordinary Income	-9,751.21	1,804.52	-6,767.92	8,572.44	-26.66%	-26,191.57	23,339.51	-36,802.45	60,141.96	-63.42%	-74,800.00
Net Income	-9,751.21	1,804.52	-6,767.92	8,572.44	-26.66%	-26,191.57	23,339.51	-36,802.45	60,141.96	-63.42%	-74,800.00

Downtown Santa Barbara Balance Sheet

As of December 31, 2023

Accrual Basis

	Dec 31, 23	Dec 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 · MB&T Checking	214,340.15	341,146.52	-126,806.37	-37.17%
1020 · MB&T Money Market	50,869.30	50,692.08	177.22	0.35%
1021 · CWB MM Reserve	6,479.98	6,479.98	0.00	0.0%
1005 · US Bank Checking	196,594.22	661.22	195,933.00	29,632.04%
1006 · US Bank Savings	25,000.00	0.00	25,000.00	100.0%
1028 · Paypal	27,831.91	27,516.63	315.28	1.15%
1010 · Petty Cash	417.46	117.46	300.00	255.41%
Total Checking/Savings	521,533.02	426,613.89	94,919.13	22.25%
Accounts Receivable				
11000 · Accounts Receivable	135,850.43	95,656.81	40,193.62	42.02%
1105 · Accounts Receivable BID	46,094.99	18,177.30	27,917.69	153.59%
1106 · Allowance for Uncollectible AR	-8,200.00	-8,200.00	0.00	0.0%
Total Accounts Receivable	173,745.42	105,634.11	68,111.31	64.48%
Other Current Assets				
1100 · Prepaid Asset	30,649.34	9,798.31	20,851.03	212.8%
Total Other Current Assets	30,649.34	9,798.31	20,851.03	212.8%
Total Current Assets	725,927.78	542,046.31	183,881.47	33.92%
Fixed Assets				
1200 · Furniture & Equipment	226,311.97	226,311.97	0.00	0.0%
1210 · Plaza Equipment	25,597.46	25,597.46	0.00	0.0%
1220 · WebSite	21,425.00	21,425.00	0.00	0.0%
1250 · Accumulated Depreciation	-270,585.34	-267,847.34	-2,738.00	-1.02%
Total Fixed Assets	2,749.09	5,487.09	-2,738.00	-49.9%
Other Assets				
1300 · Security Deposit	2,006.00	2,006.00	0.00	0.0%
Total Other Assets	2,006.00	2,006.00	0.00	0.0%
TOTAL ASSETS	730,682.87	549,539.40	181,143.47	32.96%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	875.78	10,219.28	-9,343.50	-91.43%
Credit Cards	7,873.31	7,303.63	569.68	7.8%
Other Current Liabilities				
2200 · Deferred Revenue	41,803.60	-36,411.36	78,214.96	214.81%
2400 · Accrued Expenses	22,795.84	22,795.84	0.00	0.0%
2450 · Current Year Reserves	1,399.23	486.80	912.43	187.43%
Total Other Current Liabilities	65,998.67	-13,128.72	79,127.39	602.71%
Total Current Liabilities	74,747.76	4,394.19	70,353.57	1,601.06%

Downtown Santa Barbara Balance Sheet

As of December 31, 2023

Accrual Basis

	Dec 31, 23	Dec 31, 22	\$ Change	% Change
Long Term Liabilities				
2455 - SBA Loan	146,795.00	150,000.00	-3,205.00	-2.14%
Total Long Term Liabilities	146,795.00	150,000.00	-3,205.00	-2.14%
Total Liabilities	221,542.76	154,394.19	67,148.57	43.49%
Equity				
3900 - Undesignated net assets	186,136.02	121,941.48	64,194.54	52.64%
3990 - Board designated net assets	200,000.00	200,000.00	0.00	0.0%
3995 - Cash Flow Reserves	99,664.58	99,664.58	0.00	0.0%
Net Income	23,339.51	-26,460.85	49,800.36	188.2%
Total Equity	509,140.11	395,145.21	113,994.90	28.85%
TOTAL LIABILITIES & EQUITY	730,682.87	549,539.40	181,143.47	32.96%