



DOWNTOWN SANTA BARBARA

BOARD MEETING

Tuesday, January 9, 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 December 2023 meeting.</i> | Anne Petersen | Vote | 3 min |
| 4. | Treasurer’s Report
<i>Recommended Action: Receive financial report provided by Treasurer Richard Yates</i> | Richard Yates | Report | 5 min |
| 5. | 2024 Board elections
<i>Recommended Action: Report the results of the board elections and vote to adopt 2024-2026 new board members and 2024 officers. Notice of 2024 board retreat (Feb. 3, 2024).</i> | Anne Peterson | Vote | 10 min |
| 6. | 2024 Corporate Resolution
<i>Recommended Action: Update DSB’s corporate resolution to reflect 2024 officers as adopted in 2024 board elections to MBBT, US Bank and Community West bank.</i> | Anne Peterson | Vote | 3 min |
| 7. | City Updates | Anne Peterson | Facilitates | 20 min |
| | a. Mayor | Randy Rowse | Report | 2 min |
| | b. City Administrator’s Office | B. Beaudette | Report | 2 min |
| | c. Public Works/ Downtown Parking | S. Clark | Report | 2 min |
| | d. Community Development | Tess Harris | Report | 2 min |
| | e. Police Department | C. Katsapis | Report | 2 min |
| | f. Visit Santa Barbara | Kathy Janega-Dykes | Report | 2 min |
| | g. Office of Arts and Culture | Sarah York-Rubin | Report | 2 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 | 7 min |
| 9. | Committee Reports | | | |
| | a. Marketing Committee | T. Persson | Report | 3 mins |
| | b. Food and Beverage | Bob Stout | Report | 3 mins |
| | c. Retail Working Group | Nancy Burgner | Report | 3 mins |
| | d. CBID Steering Committee | David de L’Arbre | Report | 3 mins |
| | <i>Recommended Action: Committee Chairs and Staff will provide an update on recent meetings.</i> | | | |
| 10. | Adjourn | Anne Petersen | | |

Next Board Meeting: TUESDAY 2/13/2024 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: December 12th, 2023

Time: 8:30 AM

Meeting: October DSB Board Meeting

Call to Order

8:36 AM

Board Members in Attendance:

Robin Elander, John Burnett, Richard Yates, Mark Whitehurst, David de L'Arbre, Bob Stout, Laura Knight, Sarah York Rubin, Stephanie Payne Campbell, Sam Edelman, Ron Robertson, Anne Peterson, Sarah Sinclair, Robin Gose

Public Comment:

The owner of Biz English introduced themselves as a partner in the community for any translation needs.

Approval of Minutes

De L'Arbre moves

Bob Stout seconds

All in favor

Treasurer's Report (Richard Yates)

Provided a detailed financial update including the Balance Sheet, AR gap of \$224,000, with half of these funds reporting in December, success of 1st Thursday, progress in Associate Dues, Flag Installation returning as a revenue stream, positive outlook for neighborhood activations, DT mixers seeking sponsors, holiday celebration funding, map brochure catching up, increased reportable income, audit pending for event expenses, printing and design cost increases. Motion to approve passed.

President's Report (Anne Peterson)

Nominating committee introduced 9 new board members. Renewing members include Mark, Sam, and Laura. New members include Erik Davis, Rich Sander, Michelle Waldron, Amy Steinfeld, (since last meeting these were unable to continue) Justin Diem, Caitlin McHill-Hensel, Lauren Trujillo, Nikki Parr, and Amana Cruz. Members urged to vote when ballots are received.

Public Works and Downtown Parking (Sarah Clark)

Updates on Bike Lanes, State Street changes, and a permanent license program for parklets were recently approved at council. Recruitment for Downtown Parking and Plaza manager ongoing.

Community Development Report (Tess Harris)

Outdoor dining deadline, State St Master Plan progress, and Economic Development initiatives discussed. Council approval for the Master Plan expected by April.



DOWNTOWN SANTA BARBARA

Police Department (Charles Katsapis, SBPD)

Updates on staffing, Co-response team for mental health crises, increased foot patrols, E-Bike safety initiatives, and Safe Shopper details during November and December.

Executive Director's Report (Robin Elander)

Key holiday initiatives, nominations committee formation, and updates on CBID, Board Retreat scheduled for Feb 3rd.

Marketing Committee Report (Tim Persson)

Updates on the Holiday Wine Walk, locals campaign by Visit SB, and the concept of adding an app for Downtown Santa Barbara. Discussion on app visibility and advocacy by SB Ambassadors. Idea to be revisited in future meetings.

Food and Beverage Committee Report (Bob Stout)

Discussion on parklets, their economic impact, and inquiries about chair placement on State Street.

Retail Committee Report (Nancy Burgner)

Upcoming meeting, working group sale in January, and intent to levy discussed. Annual BID renewal presentation scheduled for Jan 23rd.

Meeting Adjourned

9:48 AM