



# DOWNTOWN SANTA BARBARA

## MARKETING COMMITTEE MEETING Friday, August 23, 2024, 12 - 1 PM

In Person: Downtown Santa Barbara Office  
27-B E De La Guerra Street Santa Barbara, CA 93101

1. **Call to Order** Tim Persson
  
2. **Public Comment** (3 minutes per person)
  
3. **Shoptember & Commercial** Report Tim  
*Recommended Action: Tim Persson updates the group on Shoptember participation and marketing plans.*
  
4. **Holiday Events** Report Robin  
*Recommended Action: Robin Elander shares the tentative schedule of Downtown SB's holiday events and activations.*
  
5. **New Businesses** Report Tim  
*Recommended Action: Tim Persson updates the group on recent business openings.*
  
6. **New Event Concept** Discussion Robin  
*Recommended Action: Robin Elander brings up a new event concept for the group to strategize on.*
  
7. **Community Updates** Discussion Group  
*Recommended Action: Those in attendance can share a 1-3 minute update about upcoming events or marketing related issues.*
  
8. **Adjournment** Tim Persson

**Next Committee Meeting:**

**September 27, 12:00 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 Committee Chair. 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 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](mailto:robin@downtownsb.org).