



MARKETING COMMITTEE MEETING

Friday, September 29, 2023, 12 - 1 PM

In Person:

Downtown Santa Barbara Office
27-E De La Guerra Street
Santa Barbara, CA 93101

AGENDA

- 1. **Call to Order** Chair: Mark Whitehurst
- 2. **Public Comment** (3 minutes per person)
- 3. **Approval of Minutes**
- 3. **SHOPTEMBER Recap** Staff Recap 10 min
Recommended Action: DSB on the SHOPTEMBER retail campaign.
- 4. **1st Thursday** Nicole Report 10 min
Recommended Action: Nicole Castillo shares information on the 1st Thursday Art Walk
- 5. **Upcoming Events** Staff Report 10 min
Recommended Action: Staff shares updates on the upcoming events in the BID District.
- 6. **Community Updates** Group Discussion 15 min
Recommended Action: Those in attendance can share a 1-3 minute update about upcoming events or marketing related issues.
- 7. **Adjournment** Mark Whitehurst

Next Committee Meeting: FRIDAY 10/27/2023 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.

