



DOWNTOWN SANTA BARBARA

MARKETING COMMITTEE MEETING

Friday, December 15, 2023, 12 - 1 PM

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

1. **Call to Order** Interim Chair: Tim Persson
2. **Public Comment** (3 minutes per person)
3. **Tree Lighting Recap** Report Staff
Recommended Action: DSB staff share a recap on the Christmas Tree Lighting.
4. **Decor Contest Recap** Report Staff
Recommended Action: Staff shares a recap on the Annual Holiday Decor Contest.
5. **Flag Design Committee** Request Nicole Castillo
Recommended Action: Nicole Castillo inquires about interest in joining the State Street Flag Design Committee.
6. **Potential Workshops** Request Tim Persson
Recommended Action: Tim Persson inquires about the group's interest in future workshops.
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:
FRIDAY 1/26/2024 at 12 PM.***
Same Location**

***Note schedule change due to Veterans Day and Thanksgiving

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.

**Marketing Committee
Minutes
Friday, November 17, 2023
12-1pm
In Person:
Downtown Organization of Santa Barbara
27-B East De La Guerra St. Santa Barbara CA 93101**

Attendees:

Jordan Hitchens - STBHP
Office of Arts and Culture
Robin Elander - DSB
Tim Persson - DSB
Nicole Castillo - DSB
Emily Lee - The Independent
Richelle Boyd - The Independent
Olivia Barroca - Visit SB
Jamie Slone - Jamie Slone Wines

Call to Order:

12:02

Public Comment:

None

Small Business Saturday

Promotions throughout the downtown district.
Showcasing of the Neighborhood Champion box.
Proudly Owned and Operated posters to be distributed.

[Website with resources](#)

[Link to access Social Media & Press Kit](#)

Master Planning Process Update

Year or so process undergoing steering committee meeting monthly.

Closer to coming to a close.

Next meeting: December 11th Faulkner Gallery SB Library.

Last meeting focused on transportation.

Design of 3 different Key Hubs with a notice of arrival in several locations around downtown

Shared street, mostly ped and bike with some cars and micro shuttles able to access at certain times

Key Hubs:

Arts District

City Center

Entertainment District

Options for microtransit on State Street

Exploring different types of options

Bike lane being placed on State Street to address safety on the promenade

Jamie Slone Wine's

2023 SB Holiday Wine Walk 5 wineries in the presidio Neighborhood

December 9th and 10th \$55/ticket

Guests are able to enjoy two wine pours and a treat pairing at every winery

12-6pm each day

Participants:

Longoria on State Street

Jamie Slone Wines

SevTap Winery

Happy Canyon Vineyard

Silver Wines

[Tickets Here](#)

Visit SB

Launched a Local's Campaign

Staycations in SB

30% off at participating hotels

Who are 'local's'?

-> SB, Goleta, Summerland, and Carpinteria

[Promotion on Website](#)

Office of Arts and Culture

Redid paint on KRAILS

In the middle of running series of workshops for project "work of art"

Training artists to do workshops for other artists come 2024

SBHP

Hosted Dia de los Muertos and Concert with SB symphony

Brazilian Fest Sunday Nov. 19th

Independant

Giving Tuesday campaign

Deadline yesterday but open today if immediate request

Holiday Gift Guide

Local Heroes campaign

Publishing a day early due to holiday's

DTO Holiday Happening's

Tree being installed on Nov. 22nd

Tree Lighting Dec. 1st in front of the Arlington

Paseo Nuevo's tree lighting is the 25th

Santa is coming this year!!

Photos with santa, marching bands, kids dance groups, prince and fairy lighting the tree, youth market

Holiday concerts steps of SBMA

All copy and press will be sent out soon

Big Brass Christmas Storke Placita

Encouraging community to leave their lights on throughout the night to assist in keeping the downtown corridor bright over the winter months

Holiday Party at Bobcat Room December 4th 5-8pm, free drink then happy hour pricing!

1st Thursday December, expecting over 30 participants

Light and Art Festival in 2024, projection mapping/

Meeting Adjourned

12:39pm

Next Meeting

December 15th, 3rd friday of December

