



MARKETING COMMITTEE MEETING

Friday, June 2, 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. **Introction of new DSB hires** Robin Elander Introduction 10 min
Recommended Action: Robin Elander introduces new Downtown Santa Barbara staff members to the committee.
- 4. **DSB Updates** Staff Report 20 min
Recommended Action: Downtown Santa Barbara Staff shares a brief recap of the Downtown LIVE Art & Wine Tour, updates on upcoming events such as the Downtown LIVE Music Series, Beautication Day, Retail Mixer, Summer Brew Fest, and more.
- 5. **Upcoming Community Events** Group Report 10 min
Recommended Action: The group receives updates on upcoming events in our community with a focus on Summer Solstice, the Sunken Garden Movie Series, and Old Spanish Days.
- 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 06/23/2023 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.

April 2023 Marketing Committee Meeting Minutes

Date: April 28, 2023, 12-1 PM

Attendees: Robin Elander, Daniel Ramirez, Nancy Burgner, Tim Persson, Andrew Doran, Katrina Carl, Erick Mendez, Olivia Barroca, Julianne Gavino, Cristina Bocinni, Christine Hollinger

I. Create State Master Planning Process

- A. In the past few weeks there has been a lot of different industry conversations on this topic
- B. May 9th - wheels on State. This will navigate conversation regarding the shuttle, bikes, scooters, et interface.
- C. These have been held at Lilac Patisserie 10-12
- D. May 22nd and 24th SSAC meetings at Faulkner Gallery. We will be analyzing sales tax and other patterns. We will see three or more different designs that MIG has worked on.
 - 1.They have put this together from the survey responses they have received and conversations that they had
 - 2.The designs seem to be quite different from one another, that way we can have a lot of feedback. Over the summer, they will ask people for their feedback on that.
 - 3.They will debut the design at summer solstice
 - 4.Master Planning Discussion

II. DSB Updates

- A. Event/Activation Guidelines
 - 1.Partner Programming Downtown - it is something that we are developing a process for. We will be putting together a small application process. We have started piloting that program. We would like proposals at least a month in advance.
 - 2.Live Art and Wine Tour
 - 3.Downtown Live: It has been a great turn out and we have been able to bring business to the surrounding businesses
 - a)June -July and Late August - September concert series
 - 4.Retail Focused Mixer in June - Longoria Wines
 - 5.Rock the Block: Summer Fest in collaboration with Solstice, Pride, and Coach

III. Brown Act

- A. Committee Members: Christine Hollinger, Andrew Doran, Nancy Burgner, Andrew, Katrina Carl, Mark Whitehurst
- B. We are also making sure that our agenda is going out 72 hours in advanced
- C. Committee members have to be in person unless they include their location on the agenda

IV. Community Updates

- A. SBMA
 - 1.Winding down from two exhibitions
 - 2.1st Thursday next week - choir of voices
 - 3.Library Week - free admissions for anyone who shows their library card
- B. MTD
 - 1.Student art contest is winding down

2. Participation was great, we will announce a winner in June
3. We will be at the Earth Day Festival with a WAVE Van with our proposed changes. This would be a microtransit.
4. Send your upcoming events to me so we can put it in our weekly posts

C. Visit SB

1. May 11th - General Meeting from VSB
2. New visitor magazine has been printed - you can order one online

D. Ensemble Theatre Company

1. This 1st Thursday - we will be doing small acting classes during this event
2. Added adult acting classes as well as playwrighting classes
3. This fall will be the 10 year anniversary of the New Vick

E. County

1. Opening of new exhibition: Sunshine on Tuesdays at Channing Peake
2. We are getting ready to launch Tiny Libraries
3. They should be in by May 18th until two months
4. 6 sculptures
5. Bins set at County Admin and Library for Library donations and we are working with nonprofits - 2000 books were donated.

F. El Presidio

1. Wine Festival - 31 vineyards pouring
2. Taste of SB event in May - they bought out the whole space
3. Fiesta is in full swing. May 13th in collaboration with us and El Paseo. Performances and drinks at Casa De La Guerra and dinner at El Paseo.
4. Three markets each month

