



MARKETING COMMITTEE MEETING

Friday, June 30, 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. **Retail Mixer** Daniel/Tim Recap 10 min
Recommended Action: Daniel and Tim share a recap of the first Retail Mixer and the plan going forward.
- 4. **1st Thursday** Nicole Report 10 min
Recommended Action: Nicole shares an update on the July 6th 1st Thursday Art Walk.
- 5. **Brew Fest** Tim Report 10 min
Recommended Action: The group receives updates on the upcoming Summer Brew Fest.
- 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 07/28/2023 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.

May 2023 Marketing Committee Meeting Minutes

Date: June 2, 2023, 12-1 PM

Attendees: Claire, Mark Whitehurst, Cristina Bonici, Mark Whitehurst, Nancy Burgner, Molly Mahoney, Katrina Carl, Cole, Rhonda, Angie, Julianne, Daniel Ramirez, Nicole Castillo, Tim Persson,

Motion to approve Nancy Burgner, Katrina second. All in favor.

New Hire Introductions

Downtown Santa Barbara Updates:

Live Art and Wine Tour

WE SOLD OUT!!!

Doubled our net sales

Attendance: 27% of paid ticket holders came from outside of SB County

People liked the pairings, but would have liked a wider variety

For vendors over anticipate food and wine

Ask people what they will be serving

Digital Advertising

Average cost per click is \$0.41

Started the tickets sales two months earlier

Media Coverage and Mentions

Santa Barbara Independent

Voice Magazine

Santa Barbara Culinary Experience

Cork and Fork Radio

1st Thursday

Downtown Live

Nathan & Jesse - Folk and Jazz band

Oppi'z and Da Michele are sponsoring the event - 20% off pizzas during the event

Both businesses did very well (:

Retail-focused mixer

This one is more of a way to connect retailers to bring them together and collaborate

Tess Harris will be there to talk about the

Stephanie and Nancy have been doing outreach and updating our contact sheet

Downtown Summer Brew Fest

We are bringing together our local breweries

Food vendor, band

Ticketed event

Fundraiser initiative for the Downtown

11 tickets already sold

Beautification Day - tomorrow!!

Volunteer clean up on the side streets

Graffiti clean up

Meet at the patio

Upcoming Community Events

Summer Solstice is BACK!!

Santa Barbara Street

SUMMER FEST

June 15th

Solstice

Sunken Garden Movie Series

Starting in July

Old Spanish Days

Music Academy of the West are starting June 12th at the Granada

Museum

Work of James Castle Exhibition - 90 works

American Sign Language exhibit

Dance performance

Moxi - June 23rd Happy Hours 5:30 - 8pm

August 12th - After Party

Rooftop

Tiny Libraries!

Summer reading

Participate in the Book Exchange

Volunteers for book stocking and book donations

Through the end of June

MTD

Send me events that you would like us to highlight

Annual service changes

19x introduction - Carpinteria to SBCC

Microtransit

We will be having small events throughout

Create State Master Planning

Designs are up on the city website

Continue to follow that process

Milestone with our CBID Process

Adjourned at 12:43 pm