



**MARKETING COMMITTEE MEETING**

**Friday, April 28, 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. **Create State Master Planning Process Update** Robin Elander Discussion 10 min  
Recommended Action: Robin Elander will provide updates on the Create State Master Planning Process and answer questions.
- 4. **DSB Updates** Staff Report 15 min  
Recommended Action: Downtown Santa Barbara Staff will share updates on upcoming events, recent happenings pertinent to marketing and promotions, and answer questions.
- 5. **Formalization of the Committee** Robin Elander Discussion 10 min  
Recommended Action: Robin Elander will provide updates on the Brown Act and formalization of the committee.
- 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 05/26/2023 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](mailto:robin@downtownsb.org).