



DOWNTOWN SANTA BARBARA

BOARD MEETING Tuesday, May 9, 2023, 8:30 - 10 AM

In Person:

Balboa Building Theatre
735 State Street

Zoom, Hybrid Digital Option for members of the public only

<https://us02web.zoom.us/j/8708247399>

AGENDA

- | | | | | |
|-----|---|-----------------------------|------------------|----------------|
| 1. | Call to Order
<i>Roll call of Board member Attendance</i> | Anne Petersen
Amy Gudino | | 3 mins |
| 2. | Public Comment | (3 minutes per person) | | |
| 3. | Approval of Minutes
Recommended Action: Approve minutes for April 2023 meeting; Update January 2023 minutes to include officers titles to match statement of information. Presented by Anne Petersen. | Anne Petersen | Vote | 3 min |
| 4. | Treasurer's Report
<i>Recommended Action: Receive Financial Reports as presented by Treasurer Richard Yates and vote to approve. - Roll Call Vote</i> | Richard Yates | Vote | 5 min |
| 6. | City and Partner Reports | Anne Peterson | Facilitates | 18 min |
| | a. Mayor & Council: | Randy Rowse
Mike Jordan | Report
Report | 2 min
2 min |
| | b. City Administrator's Office: | Rebecca Bjork | Report | 2 min |
| | c. Public Works/ Downtown Parking: | Sarah Clark | Report | 2 min |
| | d. Community Development: | Jason Harris
Tess Harris | Report
Report | 2 min
2 min |
| | e. Police Department: | Lt. Katsapis | Report | 2 min |
| | f. Visit Santa Barbara: | Kathy Janega-Dykes | Report | 2 min |
| | g. Office of Arts and Culture: | Sarah York Rubin | Report | 2 min |
| 7. | President's Report
<i>Recommended Action: The President will provide updates on Downtown Santa Barbara's operations and committee roster.</i> | Anne Petersen | Report | 7 min |
| 8. | Executive Director Report
<i>Recommended Action: The Executive Director will provide an update on Downtown Santa Barbara's operations including, hiring and CBID</i> | Robin Elander | Report | 7 min |
| 9. | Committee Reports | | | |
| | a. Marketing Committee | Mark Whitehurst | Report | 3 mins |
| | b. Food and Beverage | Bob Stout | Report | 3 mins |
| | c. Retail Working Group | Nancy Burgner | Report | 3 mins |
| | <i>Recommended Action: Committee Chairs and Staff will provide an update on April meetings.</i> | | | |
| 11. | Adjourn | Anne Petersen | | |

Next Board Meeting: TUESDAY 06/13/2023 at 8:30am. 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.



DOWNTOWN SANTA BARBARA

Date: April 11, 2023

Time: 8:30 AM

Meeting: April DSB Board Meeting

Minutes taken by: Amy Gudino

Attendees: Brandon Ristaino, Rebecca Bjork, Anne Petersen, Christine Hollinger, Clay Holdren, David, Ron, Katie, Laura, Kathy, Nancy, Rebecca Bjork, Jason Harris, Tim Persson, Robin E, Amy Gudino, Daniel Ramirez, Tammy Steuart, Brian Cearnel, Matt Olufs, Sarah Sinclair, Richard Yates, Sarah Clarke, Sergeant Chris Payne, Richard Yates, Sarah Sinclair, Bob Stout, Geoffrey Carter, Sarah York Rubin

Meeting called to order: 8:32 am

Public Comment: N/A

Business Anniversaries

75 Years for SB Travel Bureau

20 Years Holdren's

30 Years at Pascucci

Motion to approve in March. Tammy, David seconds.

Rebecca Bjork

Shared an update on the city's budgeting process and answered questions.

Treasurer's Report

Richard Yates shared a report on February's financials.

Motion to approve. Tammy approves. David Seconds. All in favor.

Downtown Parking - Sarah Clark

At council today, they will be approving resolutions for the rate structure. Applications for Downtown outdoor dining are due the 15th so we have time to review and approve by May.

ADA complaints are still an issue, most did come into compliance, but we will be issuing removal notices soon to those that didn't.

Correction Notices for design have gone out, so you will be seeing those soon.

We are working on developing a code of conduct for biking, so this is a work in progress.

This Thursday, Downtown Parking will be meeting this Thursday at 7:30 am to discuss another rate increase.

Jason Harris

We collectively have focused on activating State Street

There are events every week in April, we are seeing the Library on the go more often.

We have another Job Fair planned on April 19th; May 5th we will be holding accessibility training; Downtown Parking has created a brochure for all of the events in April as well as which parking structures that are nearby as well as provided a map of where to access all the parking structures. May 22 & 24 Design concepts will be at the Faulkner Gallery as part of the SSAC meeting. Business Spring Newsletter will be out soon.

There will be a City Open House on May 17th

Police Department

There has been more criminal activity in lots 2,9, and 10. Our team is trying to focus their energy in cleaning up these areas.

We just had 5 officers complete their FTO program so we will be having 5 officers being patrolling, we recently sent 6 to the academy

We still have a lot of positions open and will be attending the job fair to help with recruitment

We are working on City Attorney offices and Public Health for food vending ordinances

In June we will receive our last 4 e-bikes with our grant.

Question: What type of food vending is currently allowable?

Answer: Walking street vending is technically not illegal according to the state laws. They just need their licenses. We are working with public health to see how to handle them.

Kathy Janega-Dykes

March was a challenging month for hospitality due to the rains

We are starting to see higher performance projected this month.

We are focusing on recovery for the rest of the fiscal year.

Our team works with PR teams that work with magazines and publications to visit and write good reviews in Forbes, Good Housekeeping, Bento Magazine and we have recently received some pretty stellar reviews.

We are excited for the summer to be a busy month for all of us.

Sarah York Rubin

A grant opportunity for the Creative workforce are now open. There are classes that people can be paid to take on all different types of areas of work. Festivals in town are currently in the works, and we are excited for the potential of those. The culinary experience is on the way as well. The Sunken Garden film series is coming up already and we are anticipating a great turn out.

Robin Elander - CBID Update

Last meeting the Steering Committee decided on how to allocate our funds

66% clean and safe /

14% placemaking and marketing

16% to admin

5% to contingency

The Vision and Purpose Statement was prepared and will be reviewed in the next few weeks. Our consultant, Marco, is preparing a statement as well. We will be conducting public meetings so that our community has all their questions addressed as well.

A management plan with all of the specific will be going out to everyone so they understand all of their benefits.

Question:How can the board help?

Answer: It will be important for you to get in the know. I will be sending you some information and educational pieces to have you all in the know.

President's Report

We had a request to have Tess Harris present to our board for an in-depth session. That will be in June along with our budget month presentation, so what we will do is have that session in our Executive Committee meeting and invite anyone who is interested. Budgets are on the way and we will be presenting that soon. We are also working on our Committee Rosters and will have those ready soon.

Executive Director Report

We are currently hiring for Operations Coordinator, Events and Communication Assistant, Marketing and Communication Assistant, and Event Production Assistant.

The Map and Guide will be opened back up to the community, that will be situated by the summer and ready to hand out for our busy months

We have 7 spots available for nonprofits for flag installation, so if you or anyone you know is interested please let us know. Downtown Live: Music Series - we've initiated another five week music program. This time it will be on the 600 block across from Night Lizard and Wylde Works. Wellness Wednesday, Block Parties, Job Fair have been focused in the 700 and 800 block

Workshops for Business Downtown have begun we want to build better bridges for small businesses and will have a lot of programs like this soon. We have recently created a retail working group and we plan to have a retail-focused mixer soon. Our Live Art and Wine Tour is coming up and will be on Thursday, May 18th. The sales and recruitment for that is going great! We will be introducing a Craft Beer Event this year that will highlight local breweries as another fundraiser and that will be Sunday, July 23rd at Casa De La Guerra. Our team went up to the Downtown Conference up in San Jose. We all went to different sessions. There are over 250 business improvement districts in California and we have made some great connections with people throughout the conference that we can collaborate with. We are open to partnerships and will be piloting some events and extending these opportunities to others.

Marketing Committee

109 tickets sold for Live Art and Wine have been in a strong part to our digital advertising. I think we could be looking at a sell out! The Trust has 3 markets and have their first ever golf tournament coming up. The first ever Wine Week hosted by Independent is coming up as well. Anyone who serves wine can participate to have a \$10 wine starting on April 27th

Adjourned at 9:42 am



DOWNTOWN SANTA BARBARA

2023 DOWNTOWN SANTA BARBARA COMMITTEES AND WORKING GROUPS

*All meetings are held at the Downtown Organization of Santa Barbara Office,
27 E. De La Guerra Street unless otherwise state.*

Executive Committee:

Meets monthly on the 4th Tuesday of the month at 12 pm

Chair: Anne Petersen, President

Committee members

Matt Olufs, Vice President

Richard Yates, Treasurer

Katie Grassini, Secretary

Robin Gose, Immediate Past President

David de L'Arbre

Nancy Burgner

Bob Stout

Staff: Robin Elander, Executive Director

Finance Committee:

Meets as called by the Treasurer.

Chair: Richard Yates, Treasurer

Committee members

Anne Petersen, President Matt Olufs, Vice President

Staff: Robin Elander, Executive Director

Nominating Committee

Anne Petersen

Christina Hollinger

Staff: Robin Elander, Executive Director

Marketing and Promotions Committee

Meets the 4th Friday of the Month at noon, unless otherwise noticed

Chair: Mark Whitehurst

Committee Members

Christine Hollinger, Andrew Doran, Nancy Burgner, Katrina Carl, Mark Whitehurst

Staff: Tim Persson, Marketing Manager

Food and Beverage Committee:

Meets the 3rd Thursday of the month at 2 pm at Bobcat Lounge 11 W. Ortega Street unless otherwise noticed.

Chairs: Bob Stout, Clay Holdren

Committee members:

John Nasser, Laura Knight, Aron Ashland, Guido Opizzi, Richard Yates, Joey Somerville Brendan Searles, Scott Stefan, Mitchell Sjerven, Jonathan (Yona) Estrada, Josh Ellis

Staff: Robin Elander, Executive Director and Daniel Ramirez, Director of Strategic Initiatives

Downtown Safety Working Group

Co-chairs: Mikki Riley, Bob Stout

Meetings scheduled with key stakeholders as needed

Staff: Robin Elander, Executive Director, Daniel Ramirez Director of Strategic Initiatives

Retail Working Group:

Meets as called by Staff and committee members

Nancy Burgner, Stephanie Payne Campbell, Sarah Sinclair

Staff: Robin Elander, Executive Director, Daniel Ramirez Director of Strategic Initiatives

Economic Development Working Group

Geoffrey Carter, Matt Olufs, Jason Harris, Justin Diem,
Miles Waters, Jamie Bohlinger, Marta Quintero

Staff: Robin Elander, Executive Director, Daniel Ramirez, Director of Strategic Initiatives

CBID (Community Benefit Improvement District)

Steering Committee

Co-Chairs: Peter Lewis, Developer; Janet Garufis, Monecito Bank & Trust

Committee Members:

Trey Pinner, Santa Barbara Property Group Inc.; Crosby Slaught, Investec; David de L'Arbre, Santa Barbara Travel; Matt LaBrie, Lynx Property Management; Warren Nocon, Hotel Californian/Foley Entertainment; Ron Robertson, Property Owner; Trevor Large, Fauver Large Archbald & Spray LLP; Geoffrey Carter, Miramar Group; Joe Corazza, Miramar Group; Mitchell Sjerven, Bouchon; Dan Burnham, Property Owner; Art Prado, Santa Barbara Paint Depot.

DSB Staff: Robin Elander, Executive Director, Daniel Ramirez, Director of Strategic Initiatives

South Coast Chamber Staff: Kristen Miller, CEO Mary Lynn Harms Romo, Director of Communications

Downtown Santa Barbara Balance Sheet

As of March 31, 2023

Accrual Basis

	Mar 31, 23	Mar 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1028 · Paypal	27,831.91	26,660.35	1,171.56	4.39%
1000 · MB&T Checking	337,570.95	357,915.58	-20,344.63	-5.68%
1020 · MB&T Money Market	50,736.32	50,609.80	126.52	0.25%
1021 · CWB MM Reserve	6,479.98	6,479.98	0.00	0.0%
1005 · Union Bank	661.22	661.22	0.00	0.0%
1010 · Petty Cash	417.46	117.46	300.00	255.41%
Total Checking/Savings	423,697.84	442,444.39	-18,746.55	-4.24%
Accounts Receivable				
11000 · Accounts Receivable	183,056.81	70,309.54	112,747.27	160.36%
1105 · Accounts Receivable BID	250,400.98	242,407.57	7,993.41	3.3%
1106 · Allowance for Uncollectible AR	-8,200.00	-8,200.00	0.00	0.0%
Total Accounts Receivable	425,257.79	304,517.11	120,740.68	39.65%
Other Current Assets				
1100 · Prepaid Asset	10,875.80	7,175.60	3,700.20	51.57%
Total Other Current Assets	10,875.80	7,175.60	3,700.20	51.57%
Total Current Assets	859,831.43	754,137.10	105,694.33	14.02%
Fixed Assets				
1200 · Furniture & Equipment	226,311.97	226,311.97	0.00	0.0%
1210 · Plaza Equipment	25,597.46	25,597.46	0.00	0.0%
1220 · WebSite	21,425.00	21,425.00	0.00	0.0%
1250 · Accumulated Depreciation	-267,847.34	-265,109.34	-2,738.00	-1.03%
Total Fixed Assets	5,487.09	8,225.09	-2,738.00	-33.29%
Other Assets				
1300 · Security Deposit	2,006.00	2,006.00	0.00	0.0%
Total Other Assets	2,006.00	2,006.00	0.00	0.0%
TOTAL ASSETS	867,324.52	764,368.19	102,956.33	13.47%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	6,872.03	4,926.74	1,945.29	39.48%
Credit Cards	5,013.05	1,927.40	3,085.65	160.09%
Other Current Liabilities				
2200 · Deferred Revenue	197,043.20	203,827.86	-6,784.66	-3.33%
2400 · Accrued Expenses	22,795.84	22,115.05	680.79	3.08%
2450 · Current Year Reserves	733.05	836.19	-103.14	-12.34%
Total Other Current Liabilities	220,572.09	226,779.10	-6,207.01	-2.74%
Total Current Liabilities	232,457.17	233,633.24	-1,176.07	-0.5%
Long Term Liabilities				
2455 · SBA Loan	147,436.00	150,000.00	-2,564.00	-1.71%
Total Long Term Liabilities	147,436.00	150,000.00	-2,564.00	-1.71%
Total Liabilities	379,893.17	383,633.24	-3,740.07	-0.98%

Downtown Santa Barbara Balance Sheet

As of March 31, 2023

Accrual Basis

	Mar 31, 23	Mar 31, 22	\$ Change	% Change
Equity				
3900 · Undesignated net assets	121,691.48	-102,812.90	224,504.38	218.36%
3990 · Board designated net assets	200,000.00	200,000.00	0.00	0.0%
3995 · Cash Flow Reserves	99,664.58	98,306.32	1,358.26	1.38%
Net Income	66,075.29	185,241.53	-119,166.24	-64.33%
Total Equity	487,431.35	380,734.95	106,696.40	28.02%
TOTAL LIABILITIES & EQUITY	867,324.52	764,368.19	102,956.33	13.47%

Downtown Santa Barbara Profit & Loss Budget vs Actual

March 2023

Accrual Basis

	Mar 22	Mar 23	Budget	\$ Over Budget	% of Budget	Jul '21 - Mar 22	Jul '22 - Mar 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense											
Income											
4000 - Business Improvement Fees	20,000.00	19,833.33	20,833.33	-1,000.00	95.2%	197,897.29	179,499.99	187,499.97	-7,999.98	95.73%	250,000.00
4050 - City P/M Contract	25,833.33	25,833.33	25,833.33	0.00	100.0%	232,499.89	232,499.97	232,499.97	0.00	100.0%	310,000.00
4600 - Board Contributions	0.00	6,000.00	416.67	5,583.33	1,439.99%	400.00	9,400.00	3,749.99	5,650.01	250.67%	5,000.00
Total 4700 - Earned Program Income	2,260.00	5,900.00	41,545.24	-35,645.24	14.2%	82,938.15	63,955.00	127,514.23	-63,559.23	50.16%	174,168.00
4800 - Interest Income	19.42	47.36	0.00	47.36	100.0%	197.96	332.43	0.00	332.43	100.0%	0.00
4900 - Miscellaneous	0.00	0.00	0.00	0.00	0.0%	0.00	217.52	0.00	217.52	100.0%	0.00
Total Income	48,112.75	57,614.02	88,628.57	-31,014.55	65.01%	513,933.29	485,904.91	551,264.16	-65,359.25	88.14%	739,168.00
Gross Profit	48,112.75	57,614.02	88,628.57	-31,014.55	65.01%	513,933.29	485,904.91	551,264.16	-65,359.25	88.14%	739,168.00
Expense											
Total 6300 - Program Expenses	5,545.96	5,134.04	9,675.01	-4,540.97	53.07%	53,760.50	74,172.68	87,074.97	-12,902.29	85.18%	116,100.00
Total 6530 - Personnel	46,929.90	35,266.12	37,131.09	-1,864.97	94.98%	259,509.24	331,993.06	334,179.73	-2,186.67	99.35%	445,573.00
Total 6050 - Professional Services	3,824.86	9,558.03	8,018.16	1,539.87	119.21%	40,277.77	55,289.67	58,163.52	-2,873.85	95.06%	76,718.00
Total 6275 - General & Administrative	6,950.92	9,106.57	8,112.66	993.91	112.25%	61,065.06	71,510.95	74,314.02	-2,803.07	96.23%	98,777.00
6990 - Reserves	22.75	119.00	166.67	-47.67	71.4%	836.19	733.05	1,499.99	-766.94	48.87%	2,000.00
Total Expense	63,274.39	59,183.76	63,103.59	-3,919.83	93.79%	415,448.76	533,699.41	555,232.23	-21,532.82	96.12%	739,168.00
Net Ordinary Income	-15,161.64	-1,569.74	25,524.98	-27,094.72	-6.15%	98,484.53	-47,794.50	-3,968.07	-43,826.43	1,204.48%	0.00
Other Income/Expense											
Other Income											
PPP, Relief & ERC Income	0.00	0.00				86,757.00	113,869.82				
Total Other Income	0.00	0.00				86,757.00	113,869.82				
Net Other Income	0.00	0.00	0.00	0.00	0.0%	86,757.00	113,869.82	0.00	113,869.82	100.0%	0.00
Net Income	-15,161.64	-1,569.74	25,524.98	-27,094.72	-6.15%	185,241.53	66,075.32	-3,968.07	70,043.39	-1,665.18%	0.00