



DOWNTOWN SANTA BARBARA

BOARD MEETING

Tuesday, October 10, 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** Anne Petersen
Roll call of Board member Attendance Nicole Castillo 3 mins
2. **Public Comment** (3 minutes per person)
3. **Approval of Minutes** Anne Petersen Vote 3 min
Recommended Action: Approve minutes for July 2023 meeting.
4. **Treasurer’s Report** Richard Yates Vote 5 min
Recommended Action: Receive a year end FY 22-23 Financial reports as presented by Treasurer Richard Yates. Vote to adopt.
5. **City and Partner Reports** Anne Peterson Facilitates 18 min
 - a. Mayor & Council: Randy Rowse Report 2 min
Mike Jordan Report 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: Tess Harris Report 2 min
 - e. Police Department: Capt. Arroyo 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
6. **CBID Update** A. Petersen, R. Elander Report 10 mins
Recommended Action: The Board President and Executive Director share an update of recent meetings. CBID Steering Committee members also share progress report.
7. **Executive Director Report** Robin Elander Report 10 min
Recommended Action: The Executive Director will provide updates recent and upcoming activities in Downtown Santa Barbara’s operations.
8. **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*Recommended Action: Committee Chairs and Staff will provide an update on June meetings.*
9. **Adjourn** Anne Petersen

Next Board Meeting: TUESDAY 10/10/2023 at 8:30am.

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: September 12, 2023

Time: 8:30 AM

Meeting: September DSB Board Meeting

Attendees:

Anne Petersen, Richard Yates, David de L'Arbre, Mark Whitehurst, Bob Stout, Tammy Steuart, Nancy Burgner, Stephanie Campbell, Sarah Sinclair, Kathy Janega Dykes, Laura Knight, Ron Robertson, Dan Burnham, Brian Cearnal, Matt Olufs, more not captured

Call to order:

8:35am

Public Comment:

Ron: Thank you for the opportunity to share our last meeting. Very grateful for this community.

Roll Call:

Approval of Minutes:

David motions

Sarah Second

All in favor none opposed

Treasurer's report:

Bid collections

AR reconciliation and past due accounts

System in place to collect on due payments

Requiring front payment in order to participate instead of collecting later

Pivoting into better fiscal responsibility from our partners

Confidently close the fiscal year 2022-2023

Tammy moved

David second

All in favor, none opposed

City and Partner reports

Speaking on fiscal reports and

Safety and partner

Time spent in SLO downtown sharing policy and programs

Clean and robust programs in place, inspiring in their flexibility in their Downtown Activity

Economic Development chair actively recruiting businesses and city partners

Thursday Night Farmers Market



DOWNTOWN SANTA BARBARA

SLO incubator concept in their downtown, very inspirational as to potential partnerships with out

Public Works

Ordinance for State street moved from 19th to the 26th

October 10th, staff coming to council with county wide permanent parklet programming. Ideas and recommendations to make a permanent program.

Discussions about design specs to be presented

Sarah Clark Downtown Parking

Granada Garage solar micro grid being installed, major construction happening until beginning of new year.

Halloween season - working to bring spookiness into State Street: Adopt the Block for decorations for the week of halloween

Ghouls guide to Santa Barbara to compliment

Tess Harris State Street Master Planning

August 22nd and focused on different district identities and the missions

Next meeting October 23rd identifying in each district as to the different transportation possibilities

Community Development department taking outdoor dining in private parking to council on Oct. 3rd

Idea is for a pre application process in order to

Coastal Commission

Topic of Stormwater big for (how to capture the water as curbs change or extend)

Need for central stormwater management, permit for stormwater, option for private mitigation of stormwater.

Timeline is on target, early 2024 as timeline for Master Plan to council, high level document that will then be taken into detailed planning and design.

Police Department:

Internal shuffling of Organizational Chart

Community Action Team, Nate Beltran, practice response to all issues in the community, 70/week response program

Traffic Team, numbers increasing where parking enforcement team will be increased 75 min and 90 min will be picking up again.

Volunteers in policing

Enforcing in the reds will increase as personnel increases

Standard morning service cut off hours 11pm-10am

Speed limits for bicycles is challenging to enforce

Focus on ordinance is less on speed and more on nature of the riding

Approach to bicycle enforcement is education first as most riders breaking the rules are minors.



DOWNTOWN SANTA BARBARA

Downtown presence is shifting due to shifts in working hours, new: 5 overlapping shifts to 8. Presence and staffing based on data and call volume during specific hours. More felt presence to be felt moving forward as this just went into place in August.

Focused areas and resources being placed into community based requests.

Volunteer program, 5 active individuals used as resources for continued felt presence. Everything from greeting people to school enforcement. Patrol Area is spread out all around the City of Santa Barbara.

Kathy Visit SB

Purchased new research info that focuses on forward looking information in regard to hotel bookings. Allows the eb and flow of where we are and be able to compare to the previous year. Allows the sales team to see the holes and better target these off seasons.

Sarah York Rubin

Street mural mapping, working on updated design for the k-rails, working closely with the downtown district. Pianos on state are about to come online, replacing the baby grand out of the airport. Tiny libraries distributed ~ 25,000 books.

Many grants available for the arts, maximum ask for returning is 10k, new events and festivals is 15k.

CBID UPDATE:

Moving along, petitions were due from property owners on the 31st, outreach efforts will continue until 20% by the 20th of September (13.8% currently) until presenting at City Council for authorization of the City Administrator to sign off. Strategically 1:1 efforts. Possibility of business as usual for the upcoming fiscal year, in consequence very simple nomination process.

Note of potential concern of landlords, knowing who will run the CBID and what the future will look like in terms of leadership and mission.

Outreach meeting will include a speaker from out of the area in order to express the benefits of these programs

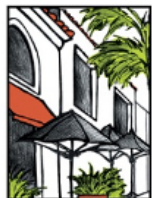
Executive Director Report

Shoptember, begins next week, kickoff Launch party at Frequency Wines Monday September 18th and Shop and Stroll event on Saturday September 23rd

Larry Fineburg introduced a major donor for 200,000 for the Light Art Festival, projection mapping on many of the white walls throughout Downtown, steering committee this Wednesday at 11am. Opportunity to bring in local, national, and international artists.

September 27th Job Fair will take place from 3-5pm

Artober second year of a campaign, month long event highlighting local theater, art and design.



DOWNTOWN SANTA BARBARA

October 28 Trick or Treat in collaboration with Alejandra Guterrez

Salsa Dances are very popular, over 50 people, continuing for another 2 weeks and then followed by Country Nights in front of Night Lizard.

Tim Persson Marketing Committee

Paseo Nuevo representation from new organization, Prism Places, making the space more event focused and 'sense of place' activations

Map and Guide is at the print shop and waiting to receive.

Food and Beverage Committee

ERETO Ordinance clarification in regard to relationship with the Master Planning process

Motion to support 3 members to continue on in the Pilot Program.

Laura expressed gratitude for the committee and opportunities for collaboration and

Possibility of micro transportation on the promenade.

Meeting Adjourned 9:54am