



DOWNTOWN SANTA BARBARA

BOARD MEETING
Tuesday, October 8, 2024
8:30 - 10 AM

In Person:
Balboa Building Theatre
735 State Street

AGENDA

- | | | | | |
|----|--|-----------------------------------|------------------------|--------|
| 1. | Call to Order
<i>Roll call of Board member Attendance</i> | Ron Robertson
Kaitlyn Griswell | | 3 mins |
| 2. | Public Comment | | (3 minutes per person) | |
| 3. | Approval of Minutes
<i>Recommended Action: Approve minutes for September 2024 meeting.</i> | Ron Robertson | Vote | 3 min |
| 4. | Presidents Report
<i>Recommended Action: Receive any updates from the Vice President pertinent to Downtown Santa Barbara board operations.</i> | Ron Robertson | Report | 5 min |
| 5. | Financial Report
<i>Recommended Action: Receive a financial report for August from treasurer Richard Yates and vote to approve June, July and August.</i> | Richard Yates | Vote | 5 mins |
| 6. | Executive Director Report
<i>Recommended Action: The Executive Director will provide updates on recent and upcoming activities in Downtown Santa Barbara's operations</i> | Robin Elander | Report | 10 min |
| 7. | State Street Master Plan Update
<i>Recommended Action: Receive an update on the latest design of the State Street Master Plan, recent council actions and the city's short term action plan from City of Santa Barbara Staff members, Tess Harris and Sarah Clark.</i> | T. Harris, S. Clark | Report | 40 min |
| 8. | Downtown Community updates:
<i>Recommended Action: Board members and partners may share updates on issues relevant to downtown.</i> | Ron Robertson | Reports | 15 min |
| 9. | Adjourn | Anne Petersen | | |

Next Board Meeting: TUESDAY 11/12/2024 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 group's opinion. 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 10, 2024

Time: 8:30 AM

Meeting: August DSB Board Meeting

The meeting was called to order at 8:34am

Public Comment: There was no public comment

Approval of minutes: The approval of the minutes was postponed to next month's board meeting as there was no quorum.

Presidents report: Anne Peterson updated board members regarding the recent CBID meeting, where several key actions were addressed. It was noted that the interim board approved the new name for the nonprofit organization: *Downtown Santa Barbara Improvement Association*, and authorized the creation of the Articles of Incorporation. Following the filing of these articles, the board also authorized the opening of a bank account to accept funds. Anne noted that various elements are still in progress, including the drafting of bylaws, which are currently being circulated among board members. Additionally, a committee structure is being developed, and those interested in serving on committees are encouraged to notify David. Anne continued to report that the budget for the organization's first year is expected to be completed by October. It was noted that efforts are ongoing to establish baseline services with the City of Santa Barbara and determine what additional services the city might offer.

David de L'Arbre answered several questions from board members. David elaborated on the challenges associated with defining baseline services, noting that some services are funded through short-term state grants, which complicates the differentiation between enhanced and baseline services. This has made it difficult for the city to clearly define the scope of services.

The floor was open for questions. Richard asked whether the city's funding issues might be addressed through a sales tax proposal. David replied that it is uncertain if the voters will approve the proposal. The city's financial situation is expected to improve if the proposal is approved; otherwise, significant program cuts may be necessary. Although there is a verbal agreement with the city to continue marketing efforts through July and August, a formal contract is still pending.

Further discussion focused on the impact of city and CBID funding on the Downtown Santa Barbara (DSB) organization's programs, particularly those related to beautification. It was noted that 66% of the budget would be allocated to clean and safe initiatives and city sidewalks. Additional questions were raised about funding requests from the chamber and the formation of the CBID, leading to further discussions on new programs and budget allocations.

Finance Report: Richard Yates began the financial report for June and July was presented. For June, net income was \$13,600, which was better than the previous year's forecast. Program expenses were more transparent, with adjustments leading to a \$100,000 increase in income from the previous year. Overall



DOWNTOWN SANTA BARBARA

expenses were under budget, except for general expenses due to inflation, with other expenses \$39,000 under budget. Despite being \$75,000 in the red initially projected, the organization ended up with a net income of \$13,600.

For July, total assets showed a reduction from previous months, running \$12,000-\$16,000 ahead. However, total assets were \$90,000 below the previous year's figures. A review of fixed assets and accounts receivable revealed a \$25,000 shortfall due to the city's unpaid contributions for the past two months and uncertainty regarding the D.O. contract. Income compared to July 2023 was \$13,000 lower due to the 4th of July and moving Brew Fest from July to September. It was noted that Accounts receivable showed a \$195,000 decrease, with efforts ongoing to collect old invoices. Positive aspects include an increase in actual cash in the bank, despite smaller total assets. An additional \$1,000 increase in petty cash was noted, with rectification expected in August's financials. Income for July was \$25,000 less than expected, but the forecast of \$40,000 total map and guide income remains on track.

Overall, the organization was down \$49,000 compared to the previous year, primarily due to the city contract and the absence of seasonal events. Program expenses were still under budget despite increased printing costs. Although the organization is \$21,800 in the red, it would have been \$13,500 in the black with the city contract in place. The projected red figure is \$26,000, but the organization remains ahead of budget.

David noted that when the CBID is funded, a significant amount of those funds—are expected to be received around December or January.

Executive Director Report: Robin Elander began her report by highlighting existing programs and upcoming ads for September. These Programs included: Brewfest, Country Line Dancing, Salsa Dancing, Shoptember, and the Job Fair. Ron inquired about ad numbers, with a \$2,500 figure mentioned and Cox donating \$5,000 worth of ads to run at least 100 times over a month. Discussions also included "Shoptember" and the September 17 council meeting regarding the master plan.

Holiday planning is underway, but specifics were not yet determined.

Visit Santa Barbara Presentation

Visit Santa Barbara presented tourism and travel statistics for Santa Barbara and shared opportunities for involvement

The meeting was adjourned at 9:57 AM.

Downtown Santa Barbara Profit & Loss Budget vs Actual

August 2024

Accrual Basis

	Aug 23	Aug 24	Budget	\$ Over Budget	% of Budget	Jul - Aug 23	Jul - Aug 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense											
Income											
4000 · Business Improvement Fees	19,833.33	20,000.00	19,833.33	166.67	100.84%	39,666.66	40,000.00	39,666.66	333.34	100.84%	238,000.00
4050 · City P/M Contract	25,316.67	0.00	25,316.67	-25,316.67	0.0%	50,633.34	0.00	50,633.34	-50,633.34	0.0%	303,800.00
4600 · Board Contributions	0.00	0.00	625.00	-625.00	0.0%	0.00	0.00	1,250.00	-1,250.00	0.0%	7,500.00
4700 · Earned Program Income											
4752 · 1st Thursday Income	17,800.00	17,150.00	3,611.83	13,538.17	474.83%	34,875.00	22,025.00	7,223.66	14,801.34	304.9%	43,342.00
4500 · Annual Meeting	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	13,450.00
4300 · Associate Dues	200.00	0.00	416.67	-416.67	0.0%	525.00	0.00	833.34	-833.34	0.0%	5,000.00
4655 · Flag Installation	4,150.00	800.00	2,500.00	-1,700.00	32.0%	9,750.00	6,628.57	5,000.00	1,628.57	132.57%	30,000.00
4754 · Brewery Tour	0.00	0.00	7,000.00	-7,000.00	0.0%	10,251.91	0.00	7,000.00	-7,000.00	0.0%	7,000.00
4753 · Neighborhood Activations	0.00	1,600.00	0.00	1,600.00	100.0%	600.00	1,750.00	0.00	1,750.00	100.0%	0.00
4705A · Art & Wine Tour	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	30,000.00
4709 · Downtown Mixers	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	4,000.00
4711 · Holiday Event	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	13,000.00
4714a · Map/Brochure	6,200.00	750.00	3,391.67	-2,641.67	22.11%	24,250.00	36,100.00	6,783.34	29,316.66	532.19%	40,700.00
Total 4700 · Earned Program Income	28,350.00	20,300.00	16,920.17	3,379.83	119.98%	80,251.91	66,503.57	26,840.34	39,663.23	247.78%	186,492.00
4800 · Interest Income	59.49	41.51	641.00	-599.49	6.48%	148.16	413.46	1,282.00	-868.54	32.25%	7,692.00
Total Income	73,559.49	40,341.51	63,336.17	-22,994.66	63.69%	170,700.07	106,917.03	119,672.34	-12,755.31	89.34%	743,484.00
Gross Profit	73,559.49	40,341.51	63,336.17	-22,994.66	63.69%	170,700.07	106,917.03	119,672.34	-12,755.31	89.34%	743,484.00
Expense											
6300 · Program Expenses											
6409 · Mixer Expenses	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	1,800.00
6000 · Annual Meeting Expense	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	9,000.00
6040 · Board Meeting	0.00	0.00	41.67	-41.67	0.0%	0.00	0.00	83.34	-83.34	0.0%	500.00
6555 · Downtown Live Concert	0.00	0.00	166.67	-166.67	0.0%	0.00	0.00	333.34	-333.34	0.0%	2,000.00
6438 · Event Expenses	1,414.90	3,019.27	2,474.17	545.10	122.03%	11,290.81	7,003.85	4,948.34	2,055.51	141.54%	29,690.00
6452 · 1st Thursday	650.00	1,275.00	2,910.83	-1,635.83	43.8%	1,365.00	1,315.00	5,821.66	-4,506.66	22.59%	34,930.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

August 2024

Accrual Basis

	Aug 23	Aug 24	Budget	\$ Over Budget	% of Budget	Jul - Aug 23	Jul - Aug 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6400 · Promotions Expense											
6110 · Web Site Design & Maint	483.33	483.33	500.00	-16.67	96.67%	966.66	966.66	1,000.00	-33.34	96.67%	6,000.00
6414a · Map/Brochure	2,144.00	0.00	2,006.00	-2,006.00	0.0%	4,288.00	2,459.58	4,012.00	-1,552.42	61.31%	24,072.00
6414e · Advertising/Marketing	214.97	3,251.22	2,083.33	1,167.89	156.06%	5,807.97	3,581.82	4,166.66	-584.84	85.96%	25,000.00
Total 6400 · Promotions Expense	2,842.30	3,734.55	4,589.33	-854.78	81.38%	11,062.63	7,008.06	9,178.66	-2,170.60	76.35%	55,072.00
Total 6300 · Program Expenses	4,907.20	8,028.82	10,182.67	-2,153.85	78.85%	23,718.44	15,326.91	20,365.34	-5,038.43	75.26%	132,992.00
6530 · Personnel											
6500 · Salaries	42,709.19	29,458.92	33,266.92	-3,808.00	88.55%	71,000.13	71,631.57	66,533.84	5,097.73	107.66%	399,203.00
6520 · Payroll Taxes	2,799.21	1,839.78	2,583.33	-743.55	71.22%	4,712.66	4,451.19	5,166.66	-715.47	86.15%	31,000.00
6125 · Medical Insurance	1,365.91	2,238.74	1,666.67	572.07	134.32%	2,731.82	4,477.48	3,333.34	1,144.14	134.32%	20,000.00
6135 · 401K	0.00	0.00	250.00	-250.00	0.0%	0.00	0.00	500.00	-500.00	0.0%	3,000.00
6130 · Workers' Comp Insurance	314.75	314.75	333.33	-18.58	94.43%	629.50	629.50	666.66	-37.16	94.43%	4,000.00
Total 6530 · Personnel	47,189.06	33,852.19	38,100.25	-4,248.06	88.85%	79,074.11	81,189.74	76,200.50	4,989.24	106.55%	457,203.00
6050 · Professional Services											
6103 · Legal Fees	0.00	0.00	416.67	-416.67	0.0%	0.00	0.00	833.34	-833.34	0.0%	5,000.00
6023 · Accounting Services	1,616.50	2,032.50	1,375.00	657.50	147.82%	3,024.50	3,820.00	2,750.00	1,070.00	138.91%	16,500.00
6025 · Audit & Tax Preparation	2,475.00	0.00	0.00	0.00	0.0%	2,475.00	0.00	0.00	0.00	0.0%	9,000.00
6020 · Payroll Processing	404.70	522.06	500.00	22.06	104.41%	732.90	907.86	1,000.00	-92.14	90.79%	6,000.00
6102 · Contract Services	1,225.00	0.00	2,208.33	-2,208.33	0.0%	17,025.00	2,550.00	4,416.66	-1,866.66	57.74%	26,500.00
Total 6050 · Professional Services	5,721.20	2,554.56	4,500.00	-1,945.44	56.77%	23,257.40	7,277.86	9,000.00	-1,722.14	80.87%	63,000.00
6275 · General & Administrative											
6350 · Business Committees	75.04	0.00	83.33	-83.33	0.0%	148.20	100.00	166.66	-66.66	60.0%	1,000.00
6330 · Business Development	65.74	173.86	183.33	-9.47	94.83%	126.88	446.01	366.66	79.35	121.64%	2,200.00
6105 · Technology Expenses	364.39	445.99	333.33	112.66	133.8%	1,112.47	1,556.87	666.66	890.21	233.53%	4,000.00
6296 · Staff Development	103.44	0.00	125.00	-125.00	0.0%	241.96	0.00	250.00	-250.00	0.0%	1,500.00
6120 · Liability Insurance	1,106.41	1,165.50	1,166.67	-1.17	99.9%	2,212.82	2,331.00	2,333.34	-2.34	99.9%	14,000.00
6154 · Office Maintenance	150.00	150.00	166.67	-16.67	90.0%	300.00	300.00	333.34	-33.34	90.0%	2,000.00
6220 · Office Supplies	130.00	66.63	183.33	-116.70	36.34%	157.54	125.97	366.66	-240.69	34.36%	2,200.00
6335 · E-Car Maintenance & Insurance	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	500.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

August 2024

Accrual Basis

	Aug 23	Aug 24	Budget	\$ Over Budget	% of Budget	Jul - Aug 23	Jul - Aug 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6290 · Membership Dues	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	2,700.00
6250 · Parking	0.00	50.20	150.00	-99.80	33.47%	0.00	185.60	300.00	-114.40	61.87%	1,800.00
6260 · Postage	19.30	127.00	208.33	-81.33	60.96%	38.60	603.32	416.66	186.66	144.8%	2,500.00
6270 · Printing & Photocopying	1,755.84	1,668.35	2,047.08	-378.73	81.5%	3,613.46	3,533.95	4,094.16	-560.21	86.32%	24,565.00
6600 · Rent	2,350.00	2,350.00	2,500.00	-150.00	94.0%	4,700.00	4,700.00	5,000.00	-300.00	94.0%	30,000.00
6045 · Retreat	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	350.00
6370 · Staff Meetings	0.00	0.00	125.00	-125.00	0.0%	0.00	0.00	250.00	-250.00	0.0%	1,500.00
6601 · Storage	265.00	290.00	250.00	40.00	116.0%	530.00	580.00	500.00	80.00	116.0%	3,000.00
6280 · Telephone/DSL/Cable	492.87	1,150.08	683.33	466.75	168.31%	1,009.08	2,297.64	1,366.66	930.98	168.12%	8,200.00
6295 · Travel	90.00	201.46	500.00	-298.54	40.29%	90.00	378.24	500.00	-121.76	75.65%	1,000.00
6650 · Utilities	0.00	0.00	25.00	-25.00	0.0%	0.00	0.00	50.00	-50.00	0.0%	300.00
6899 · Bank Service Charges	478.65	577.58	291.67	285.91	198.03%	1,584.40	1,424.54	583.34	841.20	244.2%	3,500.00
6799 · Interest Expense	691.61	641.00	641.00	0.00	100.0%	1,332.61	1,282.00	1,282.00	0.00	100.0%	7,692.00
6900 · Property Tax Expense	0.00	850.00	525.00	325.00	161.91%	499.56	850.00	525.00	325.00	161.91%	525.00
Total 6275 · General & Administrative	8,138.29	9,907.65	10,188.07	-280.42	97.25%	17,697.58	20,695.14	19,351.14	1,344.00	106.95%	115,032.00
6990 · Reserves	0.00	0.00	166.67	-166.67	0.0%	0.00	0.00	333.34	-333.34	0.0%	2,000.00
Total Expense	65,955.75	54,343.22	63,137.66	-8,794.44	86.07%	143,747.53	124,489.65	125,250.32	-760.67	99.39%	770,227.00
Net Ordinary Income	7,603.74	-14,001.71	198.51	-14,200.22	-7,053.4%	26,952.54	-17,572.62	-5,577.98	-11,994.64	315.04%	-26,743.00
Net Income	7,603.74	-14,001.71	198.51	-14,200.22	-7,053.4%	26,952.54	-17,572.62	-5,577.98	-11,994.64	315.04%	-26,743.00

Downtown Santa Barbara

Balance Sheet

As of August 31, 2024

Accrual Basis

	Aug 31, 24	Aug 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 - MB&T Checking	272,874.16	411,905.01	-139,030.85	-33.75%
1020 - MB&T Money Market	50,988.93	50,810.80	178.13	0.35%
1021 - CWB MM Reserve	6,580.95	6,523.75	57.20	0.88%
1005 - US Bank Checking	661.52	661.22	0.30	0.05%
1006 - US Bank Checking 7864	25,020.00	0.00	25,020.00	100.0%
1007 - US Bank Savings	199,352.79	0.00	199,352.79	100.0%
1028 - Paypal	27,831.91	27,831.91	0.00	0.0%
1010 - Petty Cash	1,417.46	417.46	1,000.00	239.54%
Total Checking/Savings	584,727.72	498,150.15	86,577.57	17.38%
Accounts Receivable				
11000 - Accounts Receivable	30,438.96	246,181.81	-215,742.85	-87.64%
1105 - Accounts Receivable BID	107,682.46	94,015.53	13,666.93	14.54%
1106 - Allowance for Uncollectible AR	0.00	-8,200.00	8,200.00	100.0%
Total Accounts Receivable	138,121.42	331,997.34	-193,875.92	-58.4%
Other Current Assets				
1100 - Prepaid Asset	12,700.54	18,733.96	-6,033.42	-32.21%
Total Other Current Assets	12,700.54	18,733.96	-6,033.42	-32.21%
Total Current Assets	735,549.68	848,881.45	-113,331.77	-13.35%
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	-273,174.34	-270,532.34	-2,642.00	-0.98%
Total Fixed Assets	160.09	2,802.09	-2,642.00	-94.29%
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	737,715.77	853,689.54	-115,973.77	-13.59%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	2,812.49	20,937.84	-18,125.35	-86.57%
Credit Cards	9,123.63	1,572.02	7,551.61	480.38%
Other Current Liabilities				
2200 - Deferred Revenue	80,800.00	144,772.72	-63,972.72	-44.19%
2400 - Accrued Expenses	22,795.84	22,795.84	0.00	0.0%
Total Other Current Liabilities	103,595.84	167,568.56	-63,972.72	-38.18%
Total Current Liabilities	115,531.96	190,078.42	-74,546.46	-39.22%

Downtown Santa Barbara

Balance Sheet

As of August 31, 2024

Accrual Basis

	Aug 31, 24	Aug 31, 23	\$ Change	% Change
Long Term Liabilities				
2455 - SBA Loan	154,592.21	155,528.82	-936.61	-0.6%
Total Long Term Liabilities	154,592.21	155,528.82	-936.61	-0.6%
Total Liabilities	270,124.17	345,607.24	-75,483.07	-21.84%
Equity				
3900 - Undesignated net assets	184,100.41	180,065.95	4,034.46	2.24%
3990 - Board designated net assets	200,000.00	200,000.00	0.00	0.0%
3995 - Cash Flow Reserves	101,063.81	101,063.81	0.00	0.0%
Net Income	-17,572.62	26,952.54	-44,525.16	-165.2%
Total Equity	467,591.60	508,082.30	-40,490.70	-7.97%
TOTAL LIABILITIES & EQUITY	737,715.77	853,689.54	-115,973.77	-13.59%