



DOWNTOWN SANTA BARBARA

BOARD MEETING

Tuesday, September 12, 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

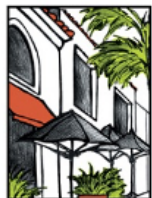
1. **Call to Order** Anne Petersen
Roll call of Board member Attendance Nicole Castillo 3 mins
2. **Public Comment** (3 minutes per person)
3. **Approval of Minutes** Anne Petersen Vote 3 min
Recommended Action: Approve minutes for July 2023 meeting.
4. **Treasurer’s Report** Richard Yates Vote 5 min
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: August 8th, 2023

Time: 8:30 AM

Meeting: August DSB Board Meeting

Attendees:

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 Kernel, Matt Oulufs

Roll Call

Ron Special announcement

History of the Robertsons'

Approval of minutes:

Tammy moves

Richard second

All in favor

Treasure's report:

Moving funds into interest earning account delayed due to changes in

Detailed financials will be coming in at the incoming Exec Meeting

Proper fiscal year summary next month at Board meeting

Brew Fest success over 4k than anticipated

Map and Guide revived successfully post COVID

1st Thursday 18k over budget

Expenses slightly under budget

No vote due to delayed financials

City Partner reports:

Mayor Rouse

Success, ironing out before the 100th anniversary of Fiesta next year.

Clean up wildly successful in city clean up post event week.

M. Jordan City Council

22nd reboot Ad Hoc interim operations of State Street (formally State Street Pilot Program's Community)

Publicly noticed with agenda and public participation

Program moving from Public Works into Community Development

Council meeting on the 22nd 3:30 4pm start at council meeting



DOWNTOWN SANTA BARBARA

Tess Harris:

August 21's State Street Advisory Meeting Monday 6pm at the Faulkner Gallery

Release revised concepts

Emphasis on District identities

Another meeting in October focused on transportation of State Street

End of August ERETO

Later in September bringing back outdoor dining application on private property information

David Question:

State Street Advisory committee, will it work alongside the Master Planning committee?

Tess Answer: yes and no, the Advisory committee will be temporary activations with

Rebecca on the Underpass Project:

Federal Grant of 11 million of Grant Money

Underpass project 11 million ATP grant money

Brian from Public Works

54 Million dollar grant for 3 different projects

Cliff Drive, State Street, Westside, and

Lots of Traffic Improvements, sidewalk improvements

Fiesta shuttles Doubled # from 3 to 6

Captain Arroyo from SBPD:

Stats from fiesta coming in soon

Very busy, very well attended.

Different festival now what with the promenade

Focus areas: Relationship building, service, felt presence. Downtown Corridor stats in the past 2 months of June and July:

1232 calls for service

42 focused area deployments

87 premise checks (specific building or location)

12 direct to patrols

48 street checks (warnings)

17 relationship building street checks

22 Official Warnings

67 Arrests or citations

Very successful and proud of those numbers for felt presence and ensuring public safety alongside partnering with SB act, public works, local organizations

Ron question: updates on bike code



DOWNTOWN SANTA BARBARA

Rebecca answer: some of those warnings and citations related to Bike order passed last month, first 30 days in heavy education
Threshold for citation quite high:

Kathy for Visit SB:

Film Crew to capture highlights from Fiesta,
Using footage to promote 100 year anniversary
Great coverage, 36 hours in SB in NY Times. Followed by a NY Times story on Montecito.
South Coast hotel performance, summer has arrived!
'I am SB' Program every month: designed for front line hospitality SB addressing sensitive subjects.
Encouraging employees to participate and they will bring a team to your establishment

Brandon Beaudette from City Administrator Office

Storefront Maintenance Ordinance #1 on the agenda on the 22nd meeting to pass the application for the Downtown CBID

Anne Peterson CBID updates:

Milestone petitions have gone out! Looking for 30% positive return on those petitions
August 22nd will be significant as another milestone in the CBID process, they will authorize the City Administrator to sign the petition.
Steering will be out in force at that meeting with speaking assignments and public are encouraged to participate in public comment.
Question: Are petitions weighted?
Answer: yes weighted by assessments based on property size ect.
Critical to get in as many petitions in as possible before the 22nd council meeting in order to show a heavy Property Owner led initiative.

Executive Director Report:

Brought in \$10,000 in revenue, projected \$6,000
Downtown Live Series partnered with Da'Michele and Oppiz will continue the Downtown Live series on their own.
Five Week series on 700 Block in front of Elena's Kitchen for Salsa night 1 hour Salsa class conducted by Local Instructor from 5-6.
Downtown Summit in October 11th and 12th tentative dates opportunity to showcase the many initiatives of Downtown, scheduled as a full day conference, followed by Mixer and dinner at many locations, leadership forum by invite only to review and
Opportunity to understand what is happening not only regionally but nationally as many Downtown Leaders will be invited to speak.
Business Community, Retail Community, General Public.
Map and Guide happening successfully



DOWNTOWN SANTA BARBARA

Brew Fest marked last day of two of Team Members, Assistant Manager at New Part Time Staff Members, Christy Jacobs, Cole Lupoli, Tori e-newsletter and website, and Joao Becker.

August 17th next Rock the Block

September 10th first Car Show back since the pandemic

September 21st tentative date of Retail Fashion Show/concept

September 23rd next Job Fair

Mark Marketing Committee Report:

Social Media report and impact on Brew Fest

Trolley impact and stats

1st Thursday over 20 venues

Bob Stout F&B committee report:

State Street came alive during Fiesta

Nancy Retail Working Group:

1st Meeting over a dozen people in attendance

2nd meeting tomorrow drill down on specific promotions and initiatives

Collaborative summer sale week to jointly promote

Talking about Fall Fashion and Design Week working with the Independent Sip and Shop, shopping trail events over a period of time.

Meeting Adjourned 9:34AM

Downtown Santa Barbara Profit & Loss Budget vs Actual

June 2023

Accrual Basis

	Jun 22	Jun 23	Budget	\$ Over Budget	% of Budget	Jul '21 - Jun 22	Jul '22 - Jun 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense											
Income											
4000 - Business Improvement Fees	20,000.00	19,833.33	20,833.37	-1,000.04	95.2%	257,897.29	226,744.50	250,000.00	-23,255.50	90.7%	250,000.00
4050 - City P/M Contract	25,833.45	25,833.37	25,833.37	0.00	100.0%	310,000.00	310,000.00	310,000.00	0.00	100.0%	310,000.00
4600 - Board Contributions	800.00	0.00	416.67	-416.67	0.0%	1,200.00	9,400.00	5,000.00	4,400.00	188.0%	5,000.00
4700 - Earned Program Income											
4752 - 1st Thursday Income	2,439.67	20,368.00	2,416.67	17,951.33	842.81%	19,330.00	47,568.00	29,000.00	18,568.00	164.03%	29,000.00
4500 - Annual Meeting	1,315.00	0.00	0.00	0.00	0.0%	12,500.00	11,250.00	15,018.00	-3,768.00	74.91%	15,018.00
4300 - Associate Dues	0.00	200.00	416.67	-216.67	48.0%	3,475.00	2,625.00	5,000.00	-2,375.00	52.5%	5,000.00
4655 - Flag Installation	0.00	0.00	1,583.37	-1,583.37	0.0%	15,300.00	7,100.00	19,000.00	-11,900.00	37.37%	19,000.00
4754 - Brewery Tour	0.00	0.00	1,575.00	-1,575.00	0.0%	0.00	0.00	6,300.00	-6,300.00	0.0%	6,300.00
4753 - Neighborhood Activations	0.00	0.00	2,828.58	-2,828.58	0.0%	0.00	0.00	19,800.00	-19,800.00	0.0%	19,800.00
4728 - State Street Promenade Market	520.00	0.00	400.00	-400.00	0.0%	12,323.75	1,175.00	4,800.00	-3,625.00	24.48%	4,800.00
4755 - Internships	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	3,000.00	-3,000.00	0.0%	3,000.00
4705A - Art & Wine Tour	665.00	145.50	0.00	145.50	100.0%	31,527.09	41,174.58	32,250.00	8,924.58	127.67%	32,250.00
4709 - Downtown Mixers	0.00	0.00	300.00	-300.00	0.0%	1,284.07	1,480.00	1,800.00	-320.00	82.22%	1,800.00
4711 - Holiday Parade	0.00	0.00	0.00	0.00	0.0%	17,000.00	17,500.00	18,400.00	-900.00	95.11%	18,400.00
4714a - Map/Brochure	0.00	0.00	1,650.00	-1,650.00	0.0%	22,900.00	-550.00	19,800.00	-20,350.00	-2.78%	19,800.00
Total 4700 - Earned Program Income	4,939.67	20,713.50	11,170.29	9,543.21	185.43%	135,639.91	129,322.58	174,168.00	-44,845.42	74.25%	174,168.00
4800 - Interest Income	19.42	53.05	0.00	53.05	100.0%	256.21	466.38	0.00	466.38	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	51,592.54	67,633.25	58,253.70	9,379.55	116.1%	729,993.41	677,350.98	739,168.00	-61,817.02	91.64%	739,168.00
Gross Profit	51,592.54	67,633.25	58,253.70	9,379.55	116.1%	729,993.41	677,350.98	739,168.00	-61,817.02	91.64%	739,168.00
Expense											
6300 - Program Expenses	13,045.62	13,307.85	9,675.01	3,632.84	137.55%	87,693.46	117,185.29	116,100.00	1,085.29	100.94%	116,100.00
6530 - Personnel	25,328.46	34,075.99	37,131.09	-3,055.10	91.77%	336,357.92	424,770.20	445,573.00	-20,802.80	95.33%	445,573.00
6050 - Professional Services	6,633.81	7,833.55	5,518.16	2,315.39	141.96%	55,001.38	85,059.92	76,718.00	8,341.92	110.87%	76,718.00
6275 - General & Administrative											
6350 - Business Committees	0.00	0.00	66.67	-66.67	0.0%	48.68	663.64	800.00	-136.36	82.96%	800.00
6330 - Business Development	0.00	22.60	83.33	-60.73	27.12%	914.23	966.04	1,000.00	-33.96	96.6%	1,000.00
6105 - Technology Expenses	119.88	1,044.68	375.00	669.68	278.58%	3,114.97	3,656.83	4,500.00	-843.17	81.26%	4,500.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

June 2023

Accrual Basis

	Jun 22	Jun 23	Budget	\$ Over Budget	% of Budget	Jul '21 - Jun 22	Jul '22 - Jun 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6296 · Staff Development	0.00	173.80	125.00	48.80	139.04%	2,238.89	1,154.74	1,500.00	-345.26	76.98%	1,500.00
6120 · Liability Insurance	1,493.63	1,044.20	1,116.67	-72.47	93.51%	12,551.00	12,529.96	13,400.00	-870.04	93.51%	13,400.00
6154 · Office Maintenance	150.00	150.00	150.00	0.00	100.0%	1,835.00	2,103.65	1,800.00	303.65	116.87%	1,800.00
6220 · Office Supplies	257.98	0.00	166.67	-166.67	0.0%	3,450.54	1,860.69	2,000.00	-139.31	93.04%	2,000.00
6335 · E-Car Maintenance & Insurance	145.99	0.00	0.00	0.00	0.0%	383.99	249.00	500.00	-251.00	49.8%	500.00
6290 · Membership Dues	0.00	0.00	225.00	-225.00	0.0%	763.01	1,664.00	2,700.00	-1,036.00	61.63%	2,700.00
6250 · Parking	40.50	0.00	0.00	0.00	0.0%	45.00	117.50	50.00	67.50	235.0%	50.00
6260 · Postage	313.37	69.70	58.33	11.37	119.49%	754.38	959.40	700.00	259.40	137.06%	700.00
6270 · Printing & Photocopying	1,407.44	374.92	1,463.33	-1,088.41	25.62%	10,239.19	15,734.39	17,560.00	-1,825.61	89.6%	17,560.00
6600 · Rent	2,350.00	2,375.00	2,350.00	25.00	101.06%	28,200.00	28,225.00	28,200.00	25.00	100.09%	28,200.00
6045 · Retreat	0.00	0.00	0.00	0.00	0.0%	0.00	109.19	350.00	-240.81	31.2%	350.00
6370 · Staff Meetings	255.25	0.00	83.33	-83.33	0.0%	1,640.27	1,493.99	1,000.00	493.99	149.4%	1,000.00
6601 · Storage	265.00	265.00	250.00	15.00	106.0%	3,000.00	3,764.03	3,000.00	764.03	125.47%	3,000.00
6280 · Telephone/DSL/Cable	908.85	1,191.99	683.33	508.66	174.44%	10,807.82	11,199.71	8,200.00	2,999.71	136.58%	8,200.00
6295 · Travel	0.00	0.00	83.33	-83.33	0.0%	0.00	966.72	1,000.00	-33.28	96.67%	1,000.00
6650 · Utilities	113.50	0.00	25.00	-25.00	0.0%	381.93	163.78	300.00	-136.22	54.59%	300.00
6899 · Bank Service Charges	186.64	316.54	166.67	149.87	189.92%	3,300.84	2,691.95	2,000.00	691.95	134.6%	2,000.00
6700 · Depreciation	2,738.00	2,738.00	0.00	2,738.00	100.0%	2,738.00	2,738.00	0.00	2,738.00	100.0%	0.00
6799 · Interest Expense	0.00	641.00	641.00	0.00	100.0%	34.68	4,487.00	7,692.00	-3,205.00	58.33%	7,692.00
6900 · Property Tax Expense	0.00	0.00	0.00	0.00	0.0%	542.59	488.75	525.00	-36.25	93.1%	525.00
Total 6275 · General & Administrative	10,746.03	10,407.43	8,112.66	2,294.77	128.29%	86,985.01	97,987.96	98,777.00	-789.04	99.2%	98,777.00
6990 · Reserves	46.10	187.64	166.67	20.97	112.58%	1,358.26	1,399.23	2,000.00	-600.77	69.96%	2,000.00
Total Expense	55,800.02	65,812.46	60,603.59	5,208.87	108.6%	567,396.03	726,402.60	739,168.00	-12,765.40	98.27%	739,168.00
Net Ordinary Income	-4,207.48	1,820.79	-2,349.89	4,170.68	-77.48%	162,597.38	-49,051.62	0.00	-49,051.62	100.0%	0.00
Other Income/Expense											
Other Income											
ERC Income	0.00	0.00				61,757.00	113,869.82				
Total Other Income	0.00	0.00				61,757.00	113,869.82				
Net Other Income	0.00	0.00	0.00	0.00	0.0%	61,757.00	113,869.82	0.00	113,869.82	100.0%	0.00
Net Income	-4,207.48	1,820.79	-2,349.89	4,170.68	-77.48%	224,354.38	64,818.20	0.00	64,818.20	100.0%	0.00

Downtown Santa Barbara Balance Sheet

As of June 30, 2023

Accrual Basis

	Jun 30, 23	Jun 30, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1028 - Paypal	27,831.91	27,670.24	161.67	0.58%
1000 - MB&T Checking	480,745.46	484,479.33	-3,733.87	-0.77%
1020 - MB&T Money Market	50,780.60	50,628.73	151.87	0.3%
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	566,916.63	570,036.96	-3,120.33	-0.55%
Accounts Receivable				
11000 - Accounts Receivable	125,034.09	79,634.57	45,399.52	57.01%
1105 - Accounts Receivable BID	94,015.53	80,145.85	13,869.68	17.31%
1106 - Allowance for Uncollectible AR	-8,200.00	-8,200.00	0.00	0.0%
Total Accounts Receivable	210,849.62	151,580.42	59,269.20	39.1%
Other Current Assets				
1100 - Prepaid Asset	12,163.23	5,320.21	6,843.02	128.62%
Total Other Current Assets	12,163.23	5,320.21	6,843.02	128.62%
Total Current Assets	789,929.48	726,937.59	62,991.89	8.67%
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	-270,585.34	-267,847.34	-2,738.00	-1.02%
Total Fixed Assets	2,749.09	5,487.09	-2,738.00	-49.9%
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	794,684.57	734,430.68	60,253.89	8.2%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	9,882.68	15,866.29	-5,983.61	-37.71%
Credit Cards	982.56	2,812.49	-1,829.93	-65.06%
Other Current Liabilities				
2200 - Deferred Revenue	123,600.00	121,750.00	1,850.00	1.52%
2400 - Accrued Expenses	22,795.84	22,795.84	0.00	0.0%
2450 - Current Year Reserves	1,399.23	1,358.26	40.97	3.02%
Total Other Current Liabilities	147,795.07	145,904.10	1,890.97	1.3%
Total Current Liabilities	158,660.31	164,582.88	-5,922.57	-3.6%
Long Term Liabilities				
2455 - SBA Loan	150,000.00	150,000.00	0.00	0.0%
Total Long Term Liabilities	150,000.00	150,000.00	0.00	0.0%
Total Liabilities	308,660.31	314,582.88	-5,922.57	-1.88%

Downtown Santa Barbara Balance Sheet

As of June 30, 2023

Accrual Basis

	Jun 30, 23	Jun 30, 22	\$ Change	% Change
Equity				
3900 - Undesignated net assets	121,541.48	-102,812.90	224,354.38	218.22%
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	64,818.20	224,354.38	-159,536.18	-71.11%
Total Equity	486,024.26	419,847.80	66,176.46	15.76%
TOTAL LIABILITIES & EQUITY	794,684.57	734,430.68	60,253.89	8.2%