



DOWNTOWN SANTA BARBARA

BOARD MEETING
Tuesday, April 9, 2024
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
Nicole Castillo | | 3 mins |
| 2. | Public Comment | | (3 minutes per person) | |
| 3. | Approval of Minutes
<i>Recommended Action: Approve minutes for March 2024 meeting.</i> | Anne Petersen | Vote | 3 min |
| 4. | Treasurer’s Report
<i>Recommended Action: Receive latest financials and vote to adopt.</i> | Richard Yates | Vote | 5 min |
| 5. | Presidents Report
<i>Recommended Action: Receive any updates from the Board President pertinent to Downtown Santa Barbara board operations.</i> | Anne Petersen | Report | 5 min |
| 6. | Executive Director Report
<i>Recommended Action: The Executive Director will provide updates on recent and upcoming activities in Downtown Santa Barbara’s staff operations.</i> | Robin Elander | Report | 10 min |
| 7. | City of Santa Barbara Update: De La Guerra Plaza Update
<i>Recommended Action: Receive an update on the De La Guerra Plaza Renovation from Brad Hess</i> | B. Hess | Discussion | 30 mins |
| 8. | Downtown Santa Barbara Focus Topic: Presidio & Arts Districts Neighborhood
<i>Recommended Action: Tim Aceves and Richard Yates or designee will share an update on the Presidio Neighborhood and Arts District.</i> | T. Aceves & R. Yates | Discussion | 20 min |
| 9. | Downtown Community updates:
<i>Recommended Action: Board members and downtown business community members share updates on recent or upcoming happenings downtown.</i> | Anne Petersen | Reports | 5 min |
| 10. | Adjourn | Anne Petersen | | |

Next Board Meeting: TUESDAY 5/14/2024 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 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: March 12th, 2024

Time: 8:30 AM

Meeting: March DSB Board Meeting

1. Call to Order

The meeting commenced at 8:33 AM.

Board Members in Attendance:

2. Public Comment

No public comments were made.

3. Approval of Minutes

All members were in favor. None opposed.

4. Treasurer's Report (Richard Yates)

Treasurer Richard Yates shares a report on February 2024 financials. P&L: overall income year to date, 50K over what has been forecasted; Programs are performing well this year; 1st Thursday expenses slightly over, income is so much more than last year, 47k vs 22k. Motion to approve, Tammy move, Ron second, all in favor, none opposed.

5. President's Report

We've received positive feedback on the revised structure of the board meeting and more in depth presentations. We will continue to experiment with this format going forward.

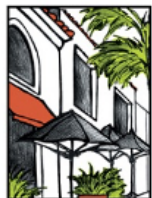
6. City of Santa Barbara Update: Parking Budget

Presentation of Parking Budget and Strategic Plan for FY 2025. Downtown Parking Fund Budget Workshops upcoming; Msalas@SantaBarbaraCA.gov Meghan Salas (805) 564 5656

Next Workshop #3 - March 13th 2024 @1:00pm → [Link to register](#)

7. Downtown Santa Barbara Focus Topic: Retail

Stephanie Payne Campebell presented on retail downtown and it's role in the revitalization process including the civic value adding unique character of Downtown Santa Barbara. She also share the retail committee vision and plans for the year ahead, goals to share resources, support each other's businesses, raise concerns and raise awareness. She mentioned the value of the 1st Thursday Art Walk for Downtown retailers of which are 95% independently owned, mostly women. She also shared about plans for a post Summer Community Sale, Shoptember, quarterly workshops, fashion show and took questions.



DOWNTOWN
SANTA BARBARA

8. Executive Director's Report (Robin Elander)

Robin elaborated on Stephanie's presentation on the retail workshops planned for 2024, congratulated annual awards breakfast winners, shared about the team's recent visit to the West Coast Forum Downtown conference in San Diego, that the CBID Steering committee exceeded reached the required 25% milestone and that the group now has 27.5% in support of the CBID, Next step: go to council and county for them to sign the petition, if enacted, 2 million/year would commence for services in early 2025.

10. Meeting Adjourned

The meeting concluded at 10:00 AM

Downtown Santa Barbara Profit & Loss Budget vs Actual

February 2024

Accrual Basis

	Feb 23	Feb 24	Budget	\$ Over Budget	% of Budget	Jul '22 - Feb 23	Jul '23 - Feb 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%	159,666.66	159,000.02	158,666.68	333.34	100.21%	238,000.00
4050 - City P/M Contract	25,833.33	25,316.67	25,316.67	0.00	100.0%	206,666.64	202,533.36	202,533.32	0.04	100.0%	303,800.00
4600 - Board Contributions	0.00	0.00	500.00	-500.00	0.0%	3,400.00	0.00	4,000.00	-4,000.00	0.0%	6,000.00
4700 - Earned Program Income											
4752 - 1st Thursday Income	400.00	5,850.00	2,666.67	3,183.33	219.38%	23,300.00	54,100.00	21,333.32	32,766.68	253.59%	32,000.00
4500 - Annual Meeting	3,700.00	3,750.00	15,018.00	-11,268.00	24.97%	10,000.00	8,750.00	15,018.00	-6,268.00	58.26%	15,018.00
4300 - Associate Dues	0.00	0.00	291.67	-291.67	0.0%	1,250.00	1,600.00	2,333.32	-733.32	68.57%	3,500.00
4655 - Flag Installation	750.00	3,200.00	1,583.33	1,616.67	202.11%	3,900.00	31,592.30	12,666.68	18,925.62	249.41%	19,000.00
4754 - Brewery Tour	0.00	0.00	0.00	0.00	0.0%	0.00	6,226.44	6,300.00	-73.56	98.83%	6,300.00
4753 - Neighborhood Activations	125.00	0.00	833.33	-833.33	0.0%	1,175.00	2,160.00	6,666.68	-4,506.68	32.4%	10,000.00
4705A - Art & Wine Tour	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	38,000.00
4709 - Downtown Mixers	0.00	0.00	666.67	-666.67	0.0%	1,480.00	52.46	2,666.68	-2,614.22	1.97%	4,000.00
4711 - Holiday Event	0.00	0.00	0.00	0.00	0.0%	17,500.00	22,000.00	17,500.00	4,500.00	125.71%	17,500.00
4714a - Map/Brochure	0.00	0.00	1,650.00	-1,650.00	0.0%	-550.00	25,050.00	13,200.00	11,850.00	189.77%	19,800.00
Total 4700 - Earned Program Income	4,975.00	12,800.00	22,709.67	-9,909.67	56.36%	58,055.00	151,531.20	97,684.68	53,846.52	155.12%	165,118.00
4800 - Interest Income	47.31	30.41	0.00	30.41	100.0%	285.07	587.60	0.00	587.60	100.0%	0.00
Total Income	50,688.97	58,147.08	68,359.67	-10,212.59	85.06%	428,073.37	513,652.18	462,884.68	50,767.50	110.97%	712,918.00
Gross Profit	50,688.97	58,147.08	68,359.67	-10,212.59	85.06%	428,073.37	513,652.18	462,884.68	50,767.50	110.97%	712,918.00
Expense											
6300 - Program Expenses											
6409 - Mixer Expenses	0.00	0.00	150.00	-150.00	0.0%	811.91	0.00	600.00	-600.00	0.0%	900.00
6405A - Art & Wine Tour	0.00	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.00	0.0%	17,538.00
6000 - Annual Meeting Expense	8,817.02	1,386.06	9,750.00	-8,363.94	14.22%	8,817.02	1,386.06	9,750.00	-8,363.94	14.22%	9,750.00
6040 - Board Meeting	0.00	0.00	0.00	0.00	0.0%	382.90	0.00	480.00	-480.00	0.0%	800.00
6438 - Event Expenses	10.28	869.26	1,751.67	-882.41	49.63%	15,654.92	12,412.82	14,013.32	-1,600.50	88.58%	21,020.00
6438a - Event Equipment	0.00	2,873.38	1,856.83	1,016.55	154.75%	24,789.10	16,421.51	14,854.68	1,566.83	110.55%	22,282.00
6452 - 1st Thursday	1,000.00	200.00	300.00	-100.00	66.67%	7,951.20	6,465.00	2,400.00	4,065.00	269.38%	3,600.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

February 2024

Accrual Basis

	Feb 23	Feb 24	Budget	\$ Over Budget	% of Budget	Jul '22 - Feb 23	Jul '23 - Feb 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%	3,866.68	3,866.68	4,000.00	-133.32	96.67%	6,000.00
6414a · Map/Brochure	0.00	2,144.00	1,583.33	560.67	135.41%	0.00	17,152.00	12,666.68	4,485.32	135.41%	19,000.00
6414e · Advertising/Marketing	1,067.24	206.39	1,629.17	-1,422.78	12.67%	14,018.91	15,172.99	13,033.32	2,139.67	116.42%	19,550.00
Total 6400 · Promotions Expense	1,550.57	2,833.72	3,712.50	-878.78	76.33%	17,885.59	36,191.67	29,700.00	6,491.67	121.86%	44,550.00
Total 6300 · Program Expenses	11,377.87	8,162.42	17,521.00	-9,358.58	46.59%	76,292.64	72,877.06	71,798.00	1,079.06	101.5%	120,440.00
6530 · Personnel											
6500 · Salaries	30,620.96	27,309.96	33,261.56	-5,951.60	82.11%	262,700.31	264,298.22	266,092.46	-1,794.24	99.33%	399,138.70
6520 · Payroll Taxes	1,484.55	1,768.87	2,565.42	-796.55	68.95%	17,345.00	18,041.65	20,523.32	-2,481.67	87.91%	30,785.00
6125 · Medical Insurance	2,055.16	3,731.82	2,000.00	1,731.82	186.59%	14,123.61	13,546.99	16,000.00	-2,453.01	84.67%	24,000.00
6135 · 401K	0.00	0.00	333.33	-333.33	0.0%	0.00	0.00	2,666.68	-2,666.68	0.0%	4,000.00
6130 · Workers' Comp Insurance	314.75	314.75	333.33	-18.58	94.43%	2,558.02	2,518.00	2,666.68	-148.68	94.43%	4,000.00
Total 6530 · Personnel	34,475.42	33,125.40	38,493.64	-5,368.24	86.05%	296,726.94	298,404.86	307,949.14	-9,544.28	96.9%	461,923.70
6050 · Professional Services											
6103 · Legal Fees	0.00	0.00	1,666.67	-1,666.67	0.0%	24.95	0.00	13,333.32	-13,333.32	0.0%	20,000.00
6023 · Accounting Services	1,565.50	1,782.00	1,000.00	782.00	178.2%	7,818.15	10,501.90	8,000.00	2,501.90	131.27%	12,000.00
6025 · Audit & Tax Preparation	0.00	0.00	0.00	0.00	0.0%	6,630.00	2,475.00	8,000.00	-5,525.00	30.94%	9,000.00
6020 · Payroll Processing	608.20	705.90	583.33	122.57	121.01%	2,923.50	3,578.30	4,666.68	-1,088.38	76.68%	7,000.00
6102 · Contract Services	4,000.00	5,000.00	4,683.33	316.67	106.76%	30,835.04	42,994.00	37,466.68	5,527.32	114.75%	56,200.00
Total 6050 · Professional Services	6,173.70	7,487.90	7,933.33	-445.43	94.39%	48,231.64	59,549.20	71,466.68	-11,917.48	83.32%	104,200.00
6275 · General & Administrative											
6350 · Business Committees	292.57	317.86	66.67	251.19	476.77%	565.95	1,000.31	533.32	466.99	187.56%	800.00
6330 · Business Development	110.86	239.60	110.61	128.99	216.62%	859.19	1,763.60	884.86	878.74	199.31%	1,327.30
6105 · Technology Expenses	284.98	318.49	250.00	68.49	127.4%	1,735.24	2,940.86	2,000.00	940.86	147.04%	3,000.00
6296 · Staff Development	99.67	0.00	125.00	-125.00	0.0%	437.65	328.99	1,000.00	-671.01	32.9%	1,500.00
6120 · Liability Insurance	1,044.16	1,144.41	1,116.67	27.74	102.48%	8,353.28	8,889.28	8,933.32	-44.04	99.51%	13,400.00
6154 · Office Maintenance	185.00	150.00	150.00	0.00	100.0%	1,503.65	1,343.61	1,200.00	143.61	111.97%	1,800.00
6220 · Office Supplies	106.70	-61.34	166.67	-228.01	-36.8%	1,461.05	632.38	1,333.32	-700.94	47.43%	2,000.00
6335 · E-Car Maintenance & Insurance	0.00	0.00	0.00	0.00	0.0%	10.00	0.00	250.00	-250.00	0.0%	500.00
6290 · Membership Dues	450.00	450.00	0.00	450.00	100.0%	250.00	555.00	200.00	355.00	277.5%	2,700.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

February 2024

Accrual Basis

	Feb 23	Feb 24	Budget	\$ Over Budget	% of Budget	Jul '22 - Feb 23	Jul '23 - Feb 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6250 · Parking	5.00	24.00	150.00	-126.00	16.0%	67.50	115.20	1,200.00	-1,084.80	9.6%	1,800.00
6260 · Postage	38.95	60.99	166.67	-105.68	36.59%	410.77	651.10	1,333.32	-682.22	48.83%	2,000.00
6270 · Printing & Photocopying	955.18	29.41	1,463.33	-1,433.92	2.01%	8,591.29	15,204.62	11,706.68	3,497.94	129.88%	17,560.00
6600 · Rent	2,350.00	2,350.00	2,350.00	0.00	100.0%	18,800.00	18,800.00	18,800.00	0.00	100.0%	28,200.00
6045 · Retreat	109.19	0.00	350.00	-350.00	0.0%	109.19	0.00	350.00	-350.00	0.0%	350.00
6370 · Staff Meetings	261.79	806.20	125.00	681.20	644.96%	1,159.75	824.35	1,000.00	-175.65	82.44%	1,500.00
6601 · Storage	93.51	265.00	250.00	15.00	106.0%	1,948.51	2,120.00	2,000.00	120.00	106.0%	3,000.00
6280 · Telephone/DSL/Cable	631.20	798.99	683.33	115.66	116.93%	7,416.06	6,042.87	5,466.68	576.19	110.54%	8,200.00
6295 · Travel	0.00	216.19	0.00	216.19	100.0%	627.40	520.68	500.00	20.68	104.14%	1,000.00
6650 · Utilities	34.69	45.83	25.00	20.83	183.32%	84.69	124.67	200.00	-75.33	62.34%	300.00
6899 · Bank Service Charges	143.14	332.68	166.67	166.01	199.6%	1,203.23	3,159.49	1,333.32	1,826.17	236.96%	2,000.00
6799 · Interest Expense	641.00	641.00	641.00	0.00	100.0%	1,923.00	5,247.48	5,128.00	119.48	102.33%	7,692.00
6900 · Property Tax Expense	0.00	0.00	0.00	0.00	0.0%	488.75	601.00	525.00	76.00	114.48%	525.00
Total 6275 · General & Administrative	7,837.59	8,129.31	8,356.62	-227.31	97.28%	58,006.15	70,865.49	65,877.82	4,987.67	107.57%	101,154.30
Total Expense	59,864.58	56,905.03	72,304.59	-15,399.56	78.7%	479,257.37	501,696.61	517,091.64	-15,395.03	97.02%	787,718.00
Net Ordinary Income	-9,175.61	1,242.05	-3,944.92	5,186.97	-31.49%	-51,184.00	11,955.57	-54,206.96	66,162.53	-22.06%	-74,800.00

Downtown Santa Barbara Balance Sheet

As of February 29, 2024

Accrual Basis

	Feb 29, 24	Feb 28, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 - MB&T Checking	181,269.75	390,197.77	-208,928.02	-53.54%
1020 - MB&T Money Market	50,899.55	50,721.24	178.31	0.35%
1021 - CWB MM Reserve	6,479.98	6,479.98	0.00	0.0%
1005 - US Bank Checking	661.39	661.22	0.17	0.03%
1006 - US Bank Checking 7864	25,020.00	0.00	25,020.00	100.0%
1007 - US Bank Savings	196,197.29	0.00	196,197.29	100.0%
1028 - Paypal	27,831.91	27,831.91	0.00	0.0%
1010 - Petty Cash	417.46	417.46	0.00	0.0%
Total Checking/Savings	488,777.33	476,309.58	12,467.75	2.62%
Accounts Receivable				
11000 - Accounts Receivable	135,317.73	158,479.54	-23,161.81	-14.62%
1105 - Accounts Receivable BID	268,739.56	252,329.83	16,409.73	6.5%
1106 - Allowance for Uncollectible AR	-8,200.00	-8,200.00	0.00	0.0%
Total Accounts Receivable	395,857.29	402,609.37	-6,752.08	-1.68%
Other Current Assets				
1100 - Prepaid Asset	24,504.26	10,430.53	14,073.73	134.93%
Total Other Current Assets	24,504.26	10,430.53	14,073.73	134.93%
Total Current Assets	909,138.88	889,349.48	19,789.40	2.23%
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	913,893.97	896,842.57	17,051.40	1.9%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	5,022.01	13,291.91	-8,269.90	-62.22%
Credit Cards	8,885.06	3,712.83	5,172.23	139.31%

Downtown Santa Barbara Balance Sheet

As of February 29, 2024

Accrual Basis

	Feb 29, 24	Feb 28, 23	\$ Change	% Change
Other Current Liabilities				
2200 - Deferred Revenue	229,035.66	222,982.59	6,053.07	2.72%
2400 - Accrued Expenses	22,795.84	22,795.84	0.00	0.0%
2450 - Current Year Reserves	0.00	614.05	-614.05	-100.0%
Total Other Current Liabilities	251,831.50	246,392.48	5,439.02	2.21%
Total Current Liabilities	265,738.57	263,397.22	2,341.35	0.89%
Long Term Liabilities				
2455 - SBA Loan	155,528.82	150,000.00	5,528.82	3.69%
Total Long Term Liabilities	155,528.82	150,000.00	5,528.82	3.69%
Total Liabilities	421,267.39	413,397.22	7,870.17	1.9%
Equity				
3900 - Undesignated net assets	179,607.20	121,491.48	58,115.72	47.84%
3990 - Board designated net assets	200,000.00	200,000.00	0.00	0.0%
3995 - Cash Flow Reserves	101,063.81	99,664.58	1,399.23	1.4%
Net Income	11,955.57	62,289.29	-50,333.72	-80.81%
Total Equity	492,626.58	483,445.35	9,181.23	1.9%
TOTAL LIABILITIES & EQUITY	913,893.97	896,842.57	17,051.40	1.9%