



DOWNTOWN SANTA BARBARA

BOARD MEETING
Tuesday, May 14, 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 April 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 operations</i> | Robin Elander | Report | 10 min |
| 7. | MTD Waterfront- Downtown Shuttle and Service Update
<i>Recommended Action: Receive an update on the MTD Waterfront-Downtown Shuttle Service.</i> | H. Blackerby | Discussion | 20 mins |
| 8. | State Street Interim Operations + Downtown Parking Update
<i>Recommended Action: Sarah Clark will share an update on State Street Interim Operations and Downtown Parking</i> | S. Clark | Discussion | 15 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 | 10 min |
| 10. | Adjourn | Anne Petersen | | |

Next Board Meeting: TUESDAY 6/11/2024 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: April 9th, 2024

Time: 8:30 AM

Meeting: April DSB Board Meeting

1. Call to Order

The meeting commenced at 8:33 AM.

Board Members in Attendance:

Nancy Burgner, John Burnett, Dan Burnham, Geoffrey Carter, Brian Cearnal, Sam Edelman, Kathy Janega-Dykes, Laura Knight, Stephanie Payne Campbell, Anne Petersen, Ron Robertson, Tammy Steuart, Mark Whitehurst, Richard Yates, Sarah York Rubin, Erik Davis, Justin Diem, Caitlin Hensel, Lauren Trujillo, Nikki Parr, Amada Cruz

2. Public Comment

Announcement of Edward France, the new Downtown Plaza Parking Manager:

EFrance@SantaBarbaraCa.gov

3. Approval of Minutes

Minutes were approved by Sarah York Rubin and Tammy Steuart. All in favor, none opposed.

4. Treasurer's Report (Richard Yates)

Funds have been deposited into the US Bank money market to offset interest from the EIDL. Income sources remain reasonably strong and reliable particularly from city contracts and Business Improvement District (BID) fees. Recent programs such as the 1st Thursday Event and the Flag Program have seen substantial income generation. Revenues from the Map&Guide brochure and the upcoming Live Art & Wine Tour is anticipated in the coming months. While program expenses have increased slightly, they are justified by income levels exceeding expenses. General administrative and personnel costs have risen slightly but are within means.

No questions were raised.

February Downtown Organization financials were approved by Nikki Parr and John Burnett. All in favor, none opposed.

5. President's Report

The President reminded the board of the board member binder and the restructured format of board meetings, aiming for a balance between discussion, city affairs and downtown topics and leveraging the expertise of board members. Thanks were extended to everyone for their contributions and participation. The addition of a new public comment and announcement section at the end of the meetings has been effective thus far. Plans are in progress to hold educational forums to capitalize on the interest and expertise of the membership base, possibly involving member surveys.



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Outcomes from the last board retreat include empowering the executive committee to field new requests and discussions, as well as strategizing for the future, which is now coming into focus. Discussions have centered around budget scenarios for the upcoming fiscal year, including contingency plans in case the CBID does not pass. Exploration of new revenue options and the need for an updated strategic plan have been identified as priorities, with plans to create a concrete implementation timeline.

6. Executive Director's Report

The State Street Advisory Committee is implementing small group initiatives, with additional drafts to be circulated for public feedback in the summer. A productive meeting showcased various design concepts from a volunteer group of architects. The upcoming Live Art & Wine Tour on May 16th is currently seeking sponsorships and inviting participation from local businesses. Efforts are underway to update the Map & Guide, including changes to pricing structures and outreach strategies for enhanced accessibility. Recent events, such as Country Line Dancing and Salsa Dancing classes, have been well-received. Plans for educational forums and the CBID ballot process have been outlined, with a public hearing scheduled for June 25th to count ballots and potentially implement services by January 2025. An update on ballot returns indicated a positive response rate of 28.4% in the initial phase.

The Executive Director also reported on staffing updates, including the addition of interns from UCSB and ongoing recruitment for operational and event production assistants.

7. Downtown Santa Barbara Focus Topic: De La Guerra Plaza Revitalization

A summary of the project's history and timeline was provided, dating back to the initial meeting in 2019. The plaza's design, aimed at creating a pedestrian-only space to activate the area, was developed through various committees. Funding for the project, including construction costs, will be covered under Measure C. Details regarding vehicle access and the inclusion of self-cleaning bathrooms were clarified. The phased revitalization process is expected to commence in Fall 2025.

8. District Conversations

Arts District: Discussions centered around maximizing the impact of the Arts District post-COVID, leveraging its appeal to businesses and the community. Collaborative efforts have led to the development of branding, marketing, and promotional materials, highlighting the district's cultural offerings and supporting local businesses. Plans for smaller-scale events and partnerships with the commercial real estate sector were also discussed.

Presidio Neighborhood: Initiatives include member surveys, advisory council engagement, and marketing efforts to drive foot traffic and enhance the district's boundaries. Plans to redefine the neighborhood boundaries and increase accessibility to State Street were outlined.

9. Downtown Community Updates

Updates included reports from board members on various topics, including the future of the cruise ship industry and the approval process for a daytime navigation center. National Library Week was recognized,



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with the library receiving a proclamation from the city council. The Library on the go van will continue to participate at the Tuesday Farmers Market.

10. Meeting Adjourned

The meeting concluded at 9:51 AM

Downtown Santa Barbara Balance Sheet

As of March 31, 2024

Accrual Basis

	Mar 31, 24	Mar 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000 - MB&T Checking	126,865.62	338,881.91	-212,016.29	-62.56%
1020 - MB&T Money Market	50,913.70	50,736.32	177.38	0.35%
1021 - CWB MM Reserve	6,561.52	6,479.98	81.54	1.26%
1005 - US Bank Checking	661.43	661.22	0.21	0.03%
1006 - US Bank Checking 7864	25,020.00	0.00	25,020.00	100.0%
1007 - US Bank Savings	197,649.90	0.00	197,649.90	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	435,921.54	425,008.80	10,912.74	2.57%
Accounts Receivable				
11000 - Accounts Receivable	158,075.45	182,856.81	-24,781.36	-13.55%
1105 - Accounts Receivable BID	267,899.35	250,400.98	17,498.37	6.99%
1106 - Allowance for Uncollectible AR	-8,200.00	-8,200.00	0.00	0.0%
Total Accounts Receivable	417,774.80	425,057.79	-7,282.99	-1.71%
Other Current Assets				
1100 - Prepaid Asset	26,530.22	10,103.64	16,426.58	162.58%
Total Other Current Assets	26,530.22	10,103.64	16,426.58	162.58%
Total Current Assets	880,226.56	860,170.23	20,056.33	2.33%
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	884,981.65	867,663.32	17,318.33	2.0%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	5,261.69	12,855.18	-7,593.49	-59.07%
Credit Cards	7,712.59	5,549.80	2,162.79	38.97%
Other Current Liabilities				
2200 - Deferred Revenue	200,351.71	197,843.20	2,508.51	1.27%
2400 - Accrued Expenses	22,795.84	22,795.84	0.00	0.0%
2450 - Current Year Reserves	0.00	733.05	-733.05	-100.0%
Total Other Current Liabilities	223,147.55	221,372.09	1,775.46	0.8%
Total Current Liabilities	236,121.83	239,777.07	-3,655.24	-1.52%

Downtown Santa Barbara Balance Sheet

As of March 31, 2024

Accrual Basis

	Mar 31, 24	Mar 31, 23	\$ Change	% Change
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	391,650.65	389,777.07	1,873.58	0.48%
Equity				
3900 - Undesignated net assets	179,912.95	121,491.48	58,421.47	48.09%
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	12,354.24	56,730.19	-44,375.95	-78.22%
Total Equity	493,331.00	477,886.25	15,444.75	3.23%
TOTAL LIABILITIES & EQUITY	884,981.65	867,663.32	17,318.33	2.0%

Downtown Santa Barbara Profit & Loss Budget vs Actual

March 2024

Accrual Basis

	Mar 23	Mar 24	Budget	\$ Over Budget	% of Budget	Jul '22 - Mar 23	Jul '23 - Mar 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%	179,499.99	179,000.02	178,500.01	500.01	100.28%	238,000.00
4050 · City P/M Contract	25,833.33	25,316.67	25,316.67	0.00	100.0%	232,499.97	227,850.03	227,849.99	0.04	100.0%	303,800.00
4100 · Donations	0.00	1,000.00	0.00	1,000.00	100.0%	0.00	1,000.00	0.00	1,000.00	100.0%	0.00
4600 · Board Contributions	6,000.00	5,800.00	500.00	5,300.00	1,160.0%	9,400.00	5,800.00	4,500.00	1,300.00	128.89%	6,000.00
4700 · Earned Program Income											
4752 · 1st Thursday Income	2,600.00	1,350.00	2,666.67	-1,316.67	50.63%	25,900.00	55,450.00	23,999.99	31,450.01	231.04%	32,000.00
4500 · Annual Meeting	0.00	4,700.70	0.00	4,700.70	100.0%	10,000.00	13,450.70	15,018.00	-1,567.30	89.56%	15,018.00
4300 · Associate Dues	0.00	0.00	291.67	-291.67	0.0%	1,250.00	1,600.00	2,624.99	-1,024.99	60.95%	3,500.00
4655 · Flag Installation	0.00	2,400.00	1,583.33	816.67	151.58%	3,900.00	33,992.30	14,250.01	19,742.29	238.54%	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	0.00	0.00	833.33	-833.33	0.0%	1,175.00	2,160.00	7,500.01	-5,340.01	28.8%	10,000.00
4705A · Art & Wine Tour	2,500.00	0.00	0.00	0.00	0.0%	2,500.00	0.00	0.00	0.00	0.0%	38,000.00
4709 · Downtown Mixers	0.00	0.00	0.00	0.00	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	26,150.00	14,850.00	11,300.00	176.09%	19,800.00
Total 4700 · Earned Program Income	5,100.00	8,450.70	7,025.00	1,425.70	120.3%	63,155.00	161,081.90	104,709.68	56,372.22	153.84%	165,118.00
4800 · Interest Income	47.36	784.37	0.00	784.37	100.0%	332.43	2,143.34	0.00	2,143.34	100.0%	0.00
Total Income	56,814.02	61,351.74	52,675.00	8,676.74	116.47%	484,887.39	576,875.29	515,559.68	61,315.61	111.89%	712,918.00
Gross Profit	56,814.02	61,351.74	52,675.00	8,676.74	116.47%	484,887.39	576,875.29	515,559.68	61,315.61	111.89%	712,918.00
Expense											
6300 · Program Expenses											
6409 · Mixer Expenses	0.00	0.00	0.00	0.00	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	0.00	6,635.34	0.00	6,635.34	100.0%	8,817.02	8,021.40	9,750.00	-1,728.60	82.27%	9,750.00
6040 · Board Meeting	0.00	0.00	80.00	-80.00	0.0%	382.90	0.00	560.00	-560.00	0.0%	800.00
6438 · Event Expenses	1,453.96	-653.83	1,751.67	-2,405.50	-37.33%	17,108.88	11,758.99	15,764.99	-4,006.00	74.59%	21,020.00
6438a · Event Equipment	1,095.60	133.50	1,856.83	-1,723.33	7.19%	25,884.70	16,555.01	16,711.51	-156.50	99.06%	22,282.00
6452 · 1st Thursday	1,660.00	900.00	300.00	600.00	300.0%	9,611.20	7,365.00	2,700.00	4,665.00	272.78%	3,600.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

March 2024

Accrual Basis

	Mar 23	Mar 24	Budget	\$ Over Budget	% of Budget	Jul '22 - Mar 23	Jul '23 - Mar 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6400 - Promotions Expense											
6110 - Web Site Design & Maint	1,083.33	483.33	500.00	-16.67	96.67%	4,950.01	4,350.01	4,500.00	-149.99	96.67%	6,000.00
6414a - Map/Brochure	170.76	2,144.00	1,583.33	560.67	135.41%	170.76	19,296.00	14,250.01	5,045.99	135.41%	19,000.00
6414e - Advertising/Marketing	750.00	748.57	1,629.17	-880.60	45.95%	14,768.91	11,642.58	14,662.49	-3,019.91	79.4%	19,550.00
Total 6400 - Promotions Expense	2,004.09	3,375.90	3,712.50	-336.60	90.93%	19,889.68	35,288.59	33,412.50	1,876.09	105.62%	44,550.00
Total 6300 - Program Expenses	6,213.65	10,390.91	7,701.00	2,689.91	134.93%	82,506.29	78,988.99	79,499.00	-510.01	99.36%	120,440.00
6530 - Personnel											
6500 - Salaries	30,856.04	28,056.46	33,261.56	-5,205.10	84.35%	293,556.35	292,354.68	299,354.02	-6,999.34	97.66%	399,138.70
6520 - Payroll Taxes	2,040.17	1,821.47	2,565.42	-743.95	71.0%	19,385.17	19,863.12	23,088.74	-3,225.62	86.03%	30,785.00
6125 - Medical Insurance	2,055.16	2,238.74	2,000.00	238.74	111.94%	16,178.77	15,785.73	18,000.00	-2,214.27	87.7%	24,000.00
6135 - 401K	0.00	0.00	333.33	-333.33	0.0%	0.00	0.00	3,000.01	-3,000.01	0.0%	4,000.00
6130 - Workers' Comp Insurance	314.75	314.75	333.33	-18.58	94.43%	2,872.77	2,832.75	3,000.01	-167.26	94.43%	4,000.00
Total 6530 - Personnel	35,266.12	32,431.42	38,493.64	-6,062.22	84.25%	331,993.06	330,836.28	346,442.78	-15,606.50	95.5%	461,923.70
6050 - Professional Services											
6103 - Legal Fees	170.00	0.00	1,666.67	-1,666.67	0.0%	194.95	0.00	14,999.99	-14,999.99	0.0%	20,000.00
6023 - Accounting Services	1,023.53	2,137.75	1,000.00	1,137.75	213.78%	8,841.68	12,639.65	9,000.00	3,639.65	140.44%	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	364.50	451.30	583.33	-132.03	77.37%	3,288.00	4,029.60	5,250.01	-1,220.41	76.75%	7,000.00
6102 - Contract Services	8,000.00	4,545.00	4,683.33	-138.33	97.05%	38,835.04	52,289.00	42,150.01	10,138.99	124.06%	56,200.00
Total 6050 - Professional Services	9,558.03	7,134.05	7,933.33	-799.28	89.93%	57,789.67	71,433.25	79,400.01	-7,966.76	89.97%	104,200.00
6275 - General & Administrative											
6350 - Business Committees	97.69	0.00	66.67	-66.67	0.0%	663.64	1,000.31	599.99	400.32	166.72%	800.00
6330 - Business Development	56.57	263.70	110.61	153.09	238.41%	915.76	2,027.30	995.47	1,031.83	203.65%	1,327.30
6105 - Technology Expenses	258.98	223.50	250.00	-26.50	89.4%	1,994.22	3,693.34	2,250.00	1,443.34	164.15%	3,000.00
6296 - Staff Development	390.00	0.00	125.00	-125.00	0.0%	827.65	328.99	1,125.00	-796.01	29.24%	1,500.00
6120 - Liability Insurance	1,044.16	1,125.41	1,116.67	8.74	100.78%	9,397.44	10,014.69	10,049.99	-35.30	99.65%	13,400.00
6154 - Office Maintenance	150.00	216.46	150.00	66.46	144.31%	1,653.65	1,560.07	1,350.00	210.07	115.56%	1,800.00
6220 - Office Supplies	34.92	15.00	166.67	-151.67	9.0%	1,495.97	647.38	1,499.99	-852.61	43.16%	2,000.00
6335 - E-Car Maintenance & Insurance	239.00	0.00	125.00	-125.00	0.0%	249.00	0.00	375.00	-375.00	0.0%	500.00
6290 - Membership Dues	2,000.00	1,050.00	2,000.00	-950.00	52.5%	2,250.00	1,605.00	2,200.00	-595.00	72.96%	2,700.00

Downtown Santa Barbara Profit & Loss Budget vs Actual

March 2024

Accrual Basis

	Mar 23	Mar 24	Budget	\$ Over Budget	% of Budget	Jul '22 - Mar 23	Jul '23 - Mar 24	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
6250 · Parking	22.50	3.00	150.00	-147.00	2.0%	90.00	118.20	1,350.00	-1,231.80	8.76%	1,800.00
6260 · Postage	57.97	37.33	166.67	-129.34	22.4%	468.74	688.43	1,499.99	-811.56	45.9%	2,000.00
6270 · Printing & Photocopying	1,459.40	1,829.15	1,463.33	365.82	125.0%	10,050.69	18,876.00	13,170.01	5,705.99	143.33%	17,560.00
6600 · Rent	2,350.00	2,350.00	2,350.00	0.00	100.0%	21,150.00	21,150.00	21,150.00	0.00	100.0%	28,200.00
6045 · Retreat	0.00	0.00	0.00	0.00	0.0%	109.19	0.00	350.00	-350.00	0.0%	350.00
6370 · Staff Meetings	180.25	0.00	125.00	-125.00	0.0%	1,340.00	824.35	1,125.00	-300.65	73.28%	1,500.00
6601 · Storage	1,012.01	265.00	250.00	15.00	106.0%	2,960.52	2,385.00	2,250.00	135.00	106.0%	3,000.00
6280 · Telephone/DSL/Cable	551.63	849.32	683.33	165.99	124.29%	7,967.69	6,892.19	6,150.01	742.18	112.07%	8,200.00
6295 · Travel	172.49	861.99	500.00	361.99	172.4%	799.89	1,382.67	1,000.00	382.67	138.27%	1,000.00
6650 · Utilities	50.70	82.32	25.00	57.32	329.28%	135.39	206.99	225.00	-18.01	92.0%	300.00
6899 · Bank Service Charges	447.05	212.65	166.67	45.98	127.59%	1,650.28	3,372.14	1,499.99	1,872.15	224.81%	2,000.00
6799 · Interest Expense	641.00	641.00	641.00	0.00	100.0%	2,564.00	5,888.48	5,769.00	119.48	102.07%	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	11,216.32	10,025.83	10,631.62	-605.79	94.3%	69,222.47	83,262.53	76,509.44	6,753.09	108.83%	101,154.30
Total Expense	62,254.12	59,982.21	64,759.59	-4,777.38	92.62%	541,511.49	564,521.05	581,851.23	-17,330.18	97.02%	787,718.00
Net Ordinary Income	-5,440.10	1,369.53	-12,084.59	13,454.12	-11.33%	-56,624.10	12,354.24	-66,291.55	78,645.79	-18.64%	-74,800.00