



**DOWNTOWN**  
**SANTA BARBARA**

## **FOOD & BEVERAGE COMMITTEE MEETING**

**Thursday, August 17<sup>th</sup>, 2023, 2 – 3**

**PM**

**In Person:**

The Bobcat Room

11. W. Ortega Street

Santa Barbara, CA 93101

### **AGENDA**

1. **Call to Order** Chairs: Bob Stout / Clay Holdren
2. **Public Comment** (3 min/person)
3. **Introductions** Group
4. **City Update** City Staff and Council Report 10 min  
Recommended Action: City staff share updates on the State Street Pilot Program, Parklet and other items pertinent to Downtown Food and Beverage operations and answers questions.
5. **Community Updates** Group Discussion 10 min  
Recommended Action: Those in attendance can share a 1-minute update about issues or business pertaining to downtown, particularly on Fiesta Feedback.
6. **New Business** Attendees Discussion 10 min  
Recommended Action: Discuss any new business that should be considered for a future meeting agenda.
9. **Adjourn** Bob Stout / Clay Holdren

**Next Committee Meeting: THURSDAY 09/21/2023 at 2 PM. Same Location**

**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](mailto:robin@downtownsb.org).



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## **FOOD & BEVERAGE COMMITTEE**

### **MEETING MINUTES**

**Thursday, July 20th, 2023, 2 – 3 PM**

#### In Person:

The Bobcat Room  
11. W. Ortega Street  
Santa Barbara, CA 93101

#### Attendees:

Bob Stout, John Nasser, Robin Elander, Guido Oppizi, Brian Bosse, Jacqueline Karp, Aron Ashland, Clay Holdren, Laura Knight, Mike Jordan, Mitchell Sjerven, and Nadia Ajlouni

#### Call to Order:

2:03pm

#### Public Comment:

None.

#### Introductions:

Group.

#### City Update:

Mike Jordan City Council:

Quick debrief of the ERETO meeting in June. The Outdoor Dining ad hoc working group was formalized into the State Street Promenade and Interim Operations Committee to continue discussions on parklet design and safety. Additionally, the group discussed the availability of public bathrooms, available resources, and associated safety concerns. Robin suggested creating a public restrooms map that could be pushed out.

Brian Bosse Public Works:

Continued discussion on previous bathroom projects, including what worked and what didn't, as well as previous ordinances or incentives for public bathroom usage through the City. The group acknowledged that there is a lot of work to be done following the 6/27 meeting on the ERETO ordinance, and a formal committee will review next steps and roll out accordingly. Other updates included the success of game night, with the next one scheduled for Wednesday 7/26, and the operation of a shuttle service on Fridays-Mondays from 11am-5pm, which had a successful pilot



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weekend and will be formally marketed. The shuttle has 4 stops and offers hop-on, hop-off service, with tickets available for purchase at Visitor Centers or on board.

#### Community Updates:

Robin Elander Downtown Santa Barbara:

The Retail Working Group has initiated monthly meetings with downtown retailers to create a sense of community, explore marketing collaborations. There was a discussion on potential cross collaborations between Retail and F&B, as well as an overview of a possible Fashion Show event and marketing program for this upcoming Fall. Other updates include the Summer Music Series, Map and Guide, August Block Party, Downtown Summit in October, and the Downtown Business Spotlight partnership with Independent, which is broadcasted on TVSB and printed in the Independent.

#### New Business:

Aron Ashland proposed an idea to create a picture-worthy attraction in the middle of State Street facing towards the pier. The idea was to have a ribbon cutting ceremony and invite local celebrities and others to create a buzz. The group discussed taking inspiration from Paseo Nuevo and its strategies for retail success, including "moments of joy" such as large-scale board games like chess, connect 4, and Jenga, as well as pop-up markets, which can create buzz even with store vacancies and tap into the pop-up network without much effort. The group also talked about the concept of user-generated content and focusing on creating opportunities for other people to market for the organization.

Laura Knight chimed in with timing suggestions on Marketing Content, and Mike Jordan shared his experience with successful large scale events in Mammoth CA that drive consistent tourism and local participation. Ideas were shared as to how to mimic these successful endeavors in Santa Barbara.

#### Adjourn:

Meeting adjourned at 3:31pm