



DOWNTOWN SANTA BARBARA

BOARD MEETING Tuesday, July 11, 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 June 2023 meeting.
4. **Treasurer's Report** Richard Yates Vote 5 min
Recommended Action: Receive May Financial Reports as presented by Treasurer Richard Yates and vote to approve.
5. **Recent CBID Meeting Recap & Next Steps** A. Petersen Discussion 20 mins
Recommended Action: The Board President shares a recap of the recent meetings and board members and Executive Director assist with a presentation with an overview of the CBID.
6. **BID Non-Renewal if CBID Passes** A. Petersen Vote 5 min
Recommended Action: The Board President will recommend the BID is not renewed if the CBID passes and request the vote of the Board to affirm this preferred direction.
7. **Downtown Organization and CBID Transition** A. Petersen Vote 5 min
Recommended Action: The board president recommends the Downtown Organization's resources are transitioned into the CBID new nonprofit entity and calls for a vote to affirm this preferred direction for additional discussion at the CBID Steering Committee.
8. **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
9. **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.*
10. **Adjourn** Anne Petersen

Next Board Meeting: TUESDAY 08/8/2023 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: June 13, 2023

Time: 8:30 AM

Meeting: June DSB Board Meeting

Attendees: Randy Rowse, Tim Persson, Mark Whitehurst, Bob Stout, Sarah Sinclair, David de L'Arbre, Dan Burnham, Tammy Steuart, Anne Petersen, Matt Olufs, Richard Yates, Katie Grassini, Daniel Ramirez, Nancy Burgner, Kathy Janega Dykes, Jason Harris, Charlie, Sarah Clarke, Geoffrey Carter, Laura Knight, Clay Holdren, Robin Gose, Ron Robertson, Tess Harris, Charlie Katsapis

Meeting commenced at 8:31am.

Approval of Minutes: Matt motions, Tammy seconds.

May meeting minutes approved.

Treasurer's Report:

- Profit and Loss Report
- Balance sheet review
- Collecting on AR that is due
- Art and wine tour was successful, with over \$40k collected
- 1st Thursday event is continually evolving
- Upcoming financials will show increased income from art and wine programs and last 1st Thursday.

No questions about financials.

Vote called, Tammy moved, David seconded.

Richard Yates, Treasurer gives an overview of the FY 23-24 budget

And calls for a vote to adopt the budget as presented. All in favor, none opposed. Budget for incoming 23-24 Fiscal year approved.

CBID Discussion:

- Steering Committee milestone: approved management plan and sent to city atty to review.
- Future of downtown Santa Barbara and future of BID under discussion
- 2 scenarios discussed at Board visioning workshop and retreat for CBID restructuring:

Scenario A:

- CBID Board (a new 501 c 3 ie: Downtown and Funk Zone Partners - all volunteer board) contracts with the Downtown Organization of Santa Barbara for all (or a portion of) services to be implemented.
- DSB serves the entity that manages and delivers services for the CBID
- DSB hires and contracts for services as needed.
- In this scenario there would be two boards, one for the CBID and one for the Downtown Organization

Scenario B:

- A new 501 c 3 is created to manage the district and the CBID funds ie: Downtown Partners
- The new board is a mix of DSB board members and property owners (~35 in total) with 51% property owners
- New CBID board makes decisions as to how the new organization is run, what contracts are made and how the funds are managed.
- DSB intention is to dissolve the BID once CBID passes
- DSB dissolves the Downtown Organization of Santa Barbara once the new combined entity is established and run by the new board. Assets, and Intellectual property are transferred to new organization to for continued service delivery for programs the new board and staff decide upon
- All or a portion of DSB staff are rehired, plus new hires and contracts as needed.
- Continue to use DSB's office

Next steering committee meeting: Discussion on governance

CBID Important Meeting Schedule:

- June 20th 10-12pm Vision Group Meeting (future of DTSB w new CBID) WORK SESSION
- June 27th 12pm Executive Meeting (follow up target convo in advance of Steering committee meeting)

- June 28th 10am Kiva on Chapala Next Steering Committee Meeting topic of Governance (set up public component of CBID)

Discussion continues on various perspectives regarding possible outcomes.

City and partner reports:

- Mayor: city administrator 5% total cut, maintain essential services, nip around at the edges, today we go forward to ratify the remainder of the budget.
- Rebecca Report: ERETO discussion with council -> lots of people feel that parklet dining is vital to the business. (expires December 31st, temporary ordinance). ABC to still transition into outdoor dining conversation.
- Brian Bosse Public Works: Meeting on the 20th for Parklets private + public property. Expires on December 31st (ERETO). Hear the call for keeping the parklets.
- Sarah Clark Public Works: Moving out Administrative citations business have not completed their certifications for outdoor dining. Parking rates increasing to \$3/hour effective July 1. Permit Prices slight increase. Keeping 75 min free.
- Tess report: Released first iteration of design concepts-> mixed reviews. Public outreach shifted back, Advisory committee first before diving into public. Chairs and tables on the blocks -> success. Working on Game night through the City, every 4th Wednesday.

Police report: Emergency city ordinance 5944 recently enacted to deal with bikes on state promenade. Citations by Police Department. Misdemeanors determined contextually based on severity.

Executive Director Report: Intro of new operations coordinator + addition of Part-time marketing and events assistants. Retail Mixer 6/14 Longoria Wines to build community and create initiatives to improve community. Rock the block this Thursday 6/15 5-8. Planning for the holidays.

Tim shared a report on the Live Art and Wine Tour: Doubled income from last year. Suggestions and comments from the event: Main push wider variety of food. 35 different F&B vendors.

Meeting adjourned at 10:08 am.



DOWNTOWN
SANTA BARBARA

SANTA BARBARA
SOUTH COAST
CHAMBER OF COMMERCE



Downtown Santa Barbara

Community Benefit Improvement District

Building an economically vibrant future for Downtown & the Funk Zone



The purpose of the proposed Community Benefit Improvement District (CBID) is to ensure the future economic vitality of downtown and the Funk Zone by assessing property owners within the proposed District to independently fund and direct special benefits to address cleanliness, safety, beautification, maintenance, identity and placemaking, above and beyond what the City provides now and into the future.

This important initiative is presented by the Downtown Organization of Santa Barbara, the Santa Barbara South Coast Chamber of Commerce and the CBID Steering Committee.

Formation of the CBID would give property owners in the District a unified voice to advocate for the District, collectively liaise with the City, and independently manage use of funds to their benefit.

The assessments on real property within the proposed District will fund enhanced benefits with the purpose of attracting new customers, new businesses, welcoming residents, and appealing to visitors throughout downtown and the Funk Zone.



What is a CBID?

A CBID is a Property-based Community Benefit Improvement District. A unique funding tool which allows business district property owners to pool their financial resources by assessing themselves to pay for certain district-wide activities and improvements. There are hundreds of CBIDs throughout California and thousands throughout the country. CBIDs are a more modern way for urban districts to invest in and support themselves that offer additional legal authorities and benefits to its members.



How are CBIDs paid for?

CBIDs are funded primarily through special assessment fees that property owners within the district's defined boundaries have agreed to pay. The fees are then used to fund various improvement projects that typically include addressing safety and the homeless population, maintaining sidewalk and street cleanliness, improving landscaping, installing decorative amenities like lighting and art, promoting and protecting downtown's image, managing events and programming, and providing directional signs and services.





Why?

Creating a CBID for Downtown Santa Barbara will establish a new District to enhance downtown services, economic growth, district vitality and act independent of City budgets for the future of our downtown.

Proposed District for Downtown Santa Barbara and the Funk Zone



Boundaries

The proposed Downtown Santa Barbara CBID consists of approximately 37 square blocks (blocks vary in size on each side of Highway 101), consisting of 642 parcels owned by 430 property owners.

Zone 1: Core Area:

In general,

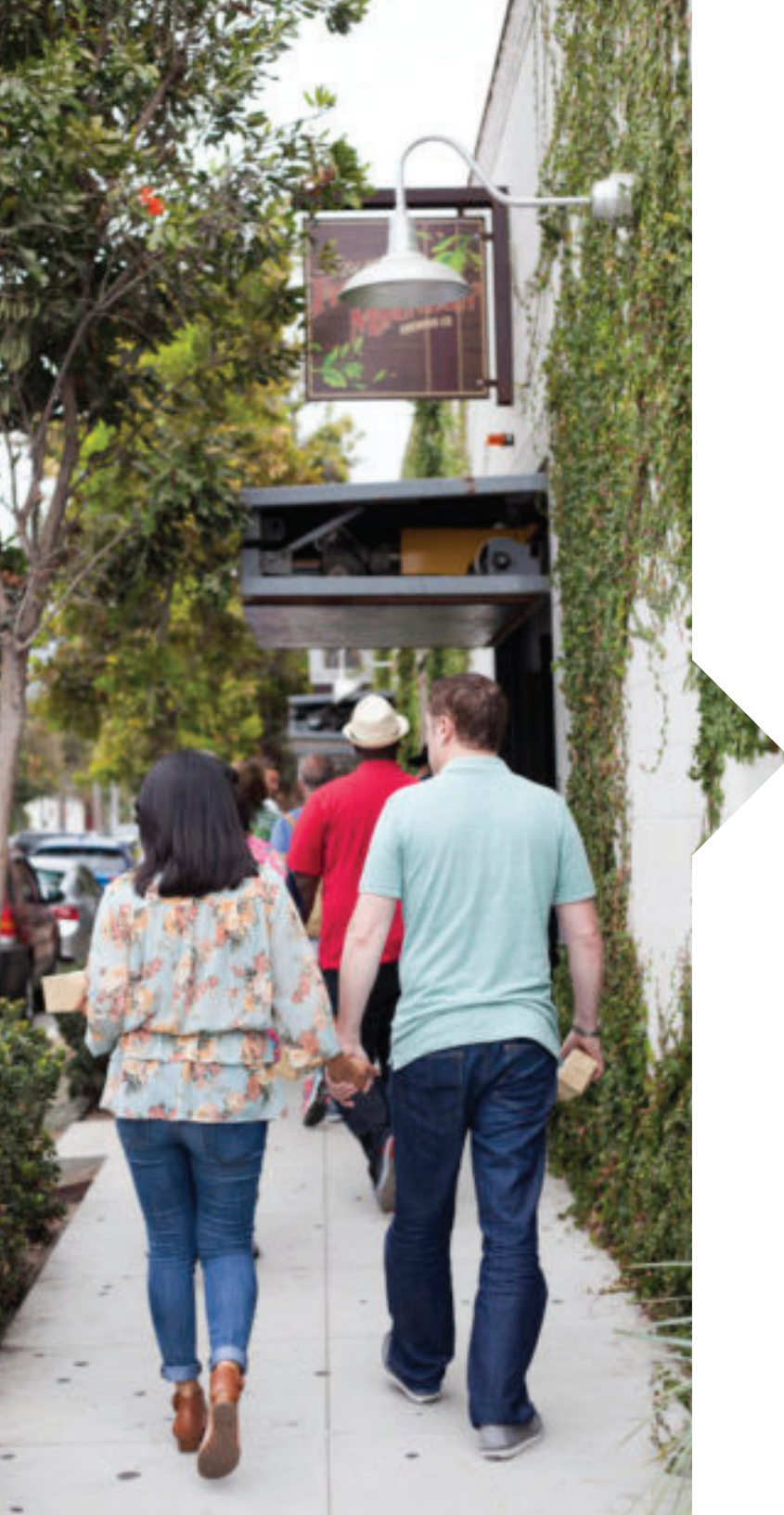
On the northwest side: the southern side of Sola Street

On the northeast side, the parcels on west side of Anacapa Street

On the southwest side, the eastern side of Chapala Street

On the southeast side, the northern side of E. Cabrillo Street;

Zone 2: In general, all of the parcels on the east side of Anacapa Street from Sola Street on the northeast corner side to Highway 101 on the southeast corner.



Programs & Services

Through a 2022 survey of all property owners in the proposed District, the survey results informed the priority services desired by the property owners. The top five special benefits are:

1. Respond to homelessness, panhandling, and loitering activities that interfere with business in downtown Santa Barbara
2. Safety ambassadors and private security for downtown Santa Barbara
3. Fund community events to improve the identity and bring positive attention to downtown Santa Barbara
4. Enhanced sidewalk and gutter sweeping services, enhanced cleaning/graffiti removal, and increase pressure washing of sidewalks
5. Marketing, promotions, social media and branding programs or campaigns to bring new business and attract new tenants

Funding Allocations & Budget

The CBID Management Plan will direct services and budget funds to benefit property owners addressing the following areas:

66%

of funds used to enhance safety, cleanliness, beautification, and maintenance

14%

of funds used to enhance placemaking and identity to improve the image of the District

15%

of funds used to Administer the District benefits

5%

of funds allocated to contingency/ reserve

Proposed First Year Downtown Santa Barbara District CBID Budget

Category of Services	Percentage of budget	1st Year Allocation (rounded)
Civil Sidewalks	66%	\$1,790,000
District Identity and Placemaking	14%	\$380,000
Administration	15%	\$407,000
Contingency/Reserve	5%	\$135,206
Total 1st year Budget	100%	\$2,712,206

Timeline & Term



July-August

Petitions Distributed. Need 30% of assessed costs to sign the petition for it to go to City Council for Resolution of Intent.



September-October

If City Council approves the Resolution of Intent, Ballots will be mailed to all property owners in the District. Ballots collected and counted at City Council meeting estimated to take place in October.



November-December

30-Day waiting period. Invoices sent out.

2024

Implementation of the Management Plan and delivery of services is scheduled to commence in 2024.

TERM: Under the Santa Barbara local enabling ordinance, the District may be established for an initial term of 5 years, and the term for renewal of the existing district may be as long as 20 years and shall not exceed 20 years. State law and the local enabling ordinance permits this annual disestablishment of the District based upon petition and vote of the property owners. The threshold needed to trigger the balloting for the formation of the district is the same as the process for disestablishment of the district.

It is imperative to act now, establish the new District to enhance downtown services, economic growth, district vitality and act independent of City budgets for the future of our downtown.

Who We Are

This important initiative is presented by the Downtown Organization of Santa Barbara, the Santa Barbara South Coast Chamber of Commerce and the CBID Steering Committee.



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For more information, visit
DowntownSB.org or SBSCChamber.com