



DOWNTOWN SANTA BARBARA

Marketing Committee

Agenda

Friday, August 25th, 2023

12-1pm

In Person:

Downtown Organization of Santa Barbara

27-B East De La Guerra St. Santa Barbara CA 93101

AGENDA

1. **Call to Order** Mark Whitehurst
2. **Public Comment** (3 minutes per person)
3. **Approval of Minutes** Committee Vote 3min
4. **Downtown Santa Barbara Updates** DSB Staff Report 15 min
Recommended Action: DSB Staff will provide updates regarding recent and upcoming activities in Downtown Santa Barbara's operations.
5. **Community Updates** Group Discussion 15 mins
Recommended Action: The group will each share updates regarding their organizations' recent and upcoming events and promotions.
6. **New Business** Committee Discussion 10 min
Recommended Action: Discuss any new business that should be added to a future meeting agenda.
7. **Adjourn** Mark Whitehurst

Next Meeting: Friday 09/22/2023 at 12 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.



DOWNTOWN SANTA BARBARA

Marketing Committee

Minutes

Friday, July 28th, 2023

12-1pm

In Person:

Downtown Organization of Santa Barbara

27-B East De La Guerra St. Santa Barbara CA 93101

Attendees:

Mark Whitehurst - Voice SB

Catrina Karl - SBMA

Andrew Doran - SBTHP

Hillary Blackerby - SBMTD

Daniel Ramirez - DSB

Robin Elander - DSB

Tori Kostic - DSB

Melanie Westergren - Moxi

Tim Persson - DSB

Richelle Boyd - SB Independent

Call to Order:

12:01pm

Public Comment:

None

Approval of Minutes:

Catrina motion to approve

Andrew second the motion

All in favor unanimous

New Trolley Route:

Chamber of commerce partnering with wheel fun rentals for a pilot program of a trolley shuttle
Runs Friday through Monday 11am to 5pm. Trip with 4 stops takes 30 minutes. 1 dollar ticket
sold on the trolley

2 weekends of the test shuttle - 50 people per day weekend 1. 150 people per day weekend 2

Slated to go through labor day, may be extended



DOWNTOWN SANTA BARBARA

Community may want to see an electric vehicle that goes through state street
Goal for SBMTD is to be part of the conversation for public and sustainable transportation downtown
DSB was asked to be a part of this after it started and would like to have SBMTD involved

Brew Fest Recap

1st Annual event with 10 different breweries and a live band at Casa De La Guerra
Sold out
Surveys being sent out to breweries and attendees today
37% of ticket buyers came from outside of SB and Goleta from places like LA and San Francisco
\$250 Meta ad resulted in more than 2/3rds of the ticket sales. 31,000 views on the ad
Tim is happy to share process of creating those ads
Sponsor Atelier robots was very pleased and wants to continue working with us

Upcoming Events

Ended 10 week downtown summer live series this past week. Restaurant sales skyrocketed
City assisted in putting out seats. People also brought their own

New series starting up August 23rd
4 week long interactive Summer Salsa series located in front of Elena's kitchen
5 to 6pm: Free salsa lessons. 6 to 8pm: Music
Working with the hispanic chamber of commerce
Looking to lock down a live salsa band

Coordinating programming for country themed series with line dancing at the end of summer
Another 4 to 5 week long series
1st hour line dance practice, country music after
600 block by night lizard

Car show on state street Sunday September 10th
100 classic cars. Bikes. Music
Ortega to Carrillo street
Partnering with Nite Life Car Club

Rock the block Party August 17th
Music, vendors, dancing, family oriented activities



DOWNTOWN SANTA BARBARA

Exploring the concept of having a ticketed event

September 27th Job Fair

August 3rd 1st Thursday

Holiday Planning

December 15 new holiday spectacular fair

Performances on every block of State 5 to 8pm

Sending out a call out for anyone with events downtown and will put into a calendar

December 9th SBTHP Event

December 31st Noon Year's Eve for children, Moxi Balloon Drop at Moxi

Retail Mixer Committee Meeting

Met a month ago

Next meeting Wednesday, August 9th at 9am

Two week long Fashion and design promotion that would last two weeks

Fashion show middle of State Street

September 15 tentative date

Special sales and promotions over a 3 day weekend

Collaborative lifestyle photoshoot featuring different businesses

Every retailer partnering with local restaurants or wineries for post party

Food and beverage community to support retail and vice versa

Community Updates

SBMA: Just announced new director - Amada Cruz from Seattle Art Museum

Official start date end of October

Will be the 2nd woman director in history, first was in 1952

Trust: Casa Cantina August 3rd - 5th

Drinks and Live Music or DJ from 12pm - Midnight

1st year offering business pass

30 dollars for weekend pass plus a free beer

Independent: Indy Hops Party Monday 31st Validation ale, 5- 7pm

DJ Darla B and flamenco dancers at 6:30

Free admission



DOWNTOWN SANTA BARBARA

Starting August 3rd - 30th voting for best of Santa Barbara

1 vote per category in at least 20 categories

Moxi: 21+ Think Ink Party August 12th, 7 - 10pm

Live screen printing, organic dyes, scribbling with lotus land.

Eclectic reggae band Rey Fresco

35 dollar tickets

Last week of the Music Academy Season

October is opening season for the Symphony and UCSB Arts and Lectures

Reinitiating Downtown Business Spotlight at end of August

Will come out on Wednesdays

Open to pitches and ideas

Meeting Adjourned: 12:39