

**DOWNTOWN MANAGEMENT CORPORATION OF SANTA CRUZ**  
**A CALIFORNIA NON-PROFIT BENEFIT CORPORATION**  
**Board of Directors Meeting Minutes**  
**Thursday, March 16, 2023**  
**Zoom Meeting**

**Members Present:** Ryan Coonerty, Scott Newsome, Bonnie Lipscomb, Renee Culver, Ian McRae, Chris Murphy, Shebreh Kalantari-Johnson, Kris Reyes, Larry Pearson

**Members Absent:** none

**Others Present:** Rebecca Unitt, Carter Jones, Aasha Abbott, Sonja Brunner, Jorian Wilkins

**Call to Order:** The meeting was called to order by Ryan Coonerty at 8:32am.

1. **Additions to the Agenda:** None.
2. **Approval of Minutes:** Minutes approved unanimously with a motion by Newsome and second by Kalantari-Johnson.
3. **Downtown Outreach Worker:** Aasha Abbott reported they have hired a new outreach worker. They still have reduced coverage due to one staff member being on leave. The new outreach worker has substance abuse resource training which is helpful in addressing some of the needs of the contacts DOW makes. They are also running into challenges with storage for people who have a lot of belongings with them but nowhere to safely store them. They have seen a lot of people either returning to downtown or who are coming from other parts of the county or state. Coonerty asked if the DOWs could keep track of where people are coming from outside of the city to share that information with County partners for shelter planning. Aasha reported 16 folks received case management in February.
4. **Selection of Officers:** Unitt requested a nomination and vote to elect a new Secretary. Lipscomb nominated Culver with a second from Pearson. Culver was elected Secretary by unanimous vote.
5. **DMC Annual Plan & Proposed District Expansion:** Lipscomb outlined the scope of the expansion to extend the boundaries to Cedar and Front. Wilkins commented that the DTA is supportive of this expansion because the Cedar and Front Street businesses see the impacts of these programs on Pacific Avenue and want to see them extend to Front and Cedar as well. Bonnie outlined the need to form a subcommittee to evaluate the best approach to modify the assessment formula and the services that can be provided with the new revenue coming in. A subcommittee focused on finalizing the DMC Annual Plan, assessment modifications, and district expansion was formed and includes Pearson, Coonerty, Lipscomb and Wilkins expressing interest as representative of DTA.

6. **SC Police Report:** Lt. Jones reported that they have been having challenges with repeat break-ins at the vacant properties on Front Street that are slated for redevelopment. PD is working with the property owners, Planning, and Fire to better secure the properties. Lt. Jones is also meeting with the District Attorney's Office to discuss the repeat offenders in the Downtown. He commented that he may need a letter of support from the DMC and DTA to help further these conversations. Coonerty recommended inviting the DA to a future meeting if there is no progress to further discuss the issues and impacts.
7. **Downtown Ambassador Program:** Brunner reported that they saw some increase in visitors for Valentines Day and made over 2,000 hospitality assistance contacts for the month of February. They also made 192 business contacts and spent a significant amount of time doing cleanup of alcoves in front of empty storefronts. They also helped share information on the inclement weather shelters for unhoused folks downtown during the storms.
8. **Financial Report:** Unitt provided the current balance sheet and reported that finances are on track for all items.
9. **Meeting Adjourned:** 9:34 am

**Dated: 3/16/23**

**Rebecca Unitt, DMC Staff**