

**DOWNTOWN MANAGEMENT CORPORATION OF SANTA CRUZ
A CALIFORNIA NON-PROFIT BENEFIT CORPORATION
Board of Directors Meeting Minutes
Thursday, July 20, 2023
Zoom Meeting**

Members Present: Scott Newsome, Bonnie Lipscomb, Renee Culver, Ian McRae, Shebreh Kalantari-Johnson, Ryan Coonerty

Members Absent: Kris Reyes, Chris Murphy, Larry Pearson

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

Call to Order: The meeting was called to order by Ryan Coonerty at 8:33am.

1. Additions to the Agenda: None

2. Approval of Minutes: May meeting minutes approved unanimously with a motion by Lipscomb and a second by Newsome.

3. SC Police Report: Lt. Jones reports that staffing is gearing up with two officers dedicated to Downtown. Team has been arresting habitual offenders and have identified the individual that stole from Pacific Wave and are hoping to issue a warrant for arrest. Coonerty comments that he is receiving positive feedback about the increased presence in the area. Carter reports that a lighting assessment was completed for Plaza Lane and it has been confirmed that all lights are working as intended and there is no need for extra lighting that they are very bright. Kalantari-Johnson inquired about the impact of the pogonip closure. Jones responded that the majority of the influx of vagrancy in the downtown area seems to be at the back of Trader Joes. But other areas not downtown are more saturated. Wilkins commented that she is receiving positive feedback and noticeable improvements.

4. Downtown Ambassador Program: Brunner reported that she is in the process of hiring two new ambassadors today. The expanded district has her team walking Front St and Cedar St. Ambassadors walk both sides of the streets as long as there is side walk but cannot walk areas under construction. Front St activity is composed mostly of picking up litter and Cedar St. is mostly providing hospitality. Reporting will eventually show all activity. June was busy with Pride month and brought thousands of people to downtown. Ambassadors assisted in 4,000 hospitality requests in June. New Downtown directories with new business were populated and delivered to all local hotels and airports. Ambassadors attended groundbreaking for River Row Apts and directed people to the websites for leasing information. July events will include Ice Cream Coloring Contest and Where's Waldo. They also completed 156 welfare checks and 28 for specific incidents. Outreach worker Billy is back from maternity and we have two Outreach workers again. A third Outreach worker is being hired. Brunner reports that they will have six Ambassadors once hiring is completed.

5. Downtown Outreach Worker: Downtown Outreach Workers unable to attend.

6. Financial Report: Unitt reported 2023 year end will include about \$7,000 in additional assessments that came in at the end of the fiscal year. Uncle Poop's contract for FY 23 ended up \$4,000 over budget but the budget retains a reserve of just over \$27,000 after the final assessments are collected. The new budget for the Ambassador program is \$339,000

for the expansion onto Cedar and Front Street and the total assessment revenue will be approximately \$400,000.

7. Meeting Adjourned: 9:12am

Dated:7/20/23 Renee Culver, DMC Secretary