

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

Members Present: Scott Newsome, Bonnie Lipscomb, Renee Culver, Chris Murphy, Shebreh Kalantari-Johnson

Members Absent: Larry Pearson, Kris Reyes, Ian McRae, Ryan Coonerty

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

1. **Call to Order:** The meeting was called to order by Lipscomb and second by Newsome at 8:34 am.
2. **Additions to the Agenda:** Kalantari-Johnson to add empty storefront fee discussion.
3. **Approval of Minutes:** Minutes approved unanimously with a motion by Newsome and second by Kalantari-Johnson.
4. **SC Police Report:** Jones reports busiest trick or treating downtown and gives thanks to downtown ambassadors for support. Many citations were given for open containers and minor infractions. Officers are putting pressure on the levee area to prepare for the new Metro station. More presence of the team downtown and he is working with finance dept to provide a home base for breaks/restrooms in their Pacific Avenue offices. River St has been a daily draw and dozens of arrests have been made. They are finally making progress clearing the area. Wilkins thanks the team for the progress made. Brunner reports 418 Project has been a good partner and installed 14 cameras around the building and feels that has helped.
5. **Downtown Ambassador Program:** Brunner reports 90 day training is wrapping up for new ambassadors and they have been focused on hospitality, cleaning, safety and mental health training. Successful trick or treating in October. DTA helped PD with porta potty placement and expanded lost child program. Litter removal statistics continue to increase, maybe due to construction. Maple Alley has had a lot of activity in the driveway and PD and Ambassadors are working to keep it clean and safe and removing graffiti. Outreach incidents and welfare checks are continuing in October and are up from September but are averaging out. Ambassadors have assisted with sharps removals and reporting sharps to CRSP. Info kiosk data for Oct shows that it is primarily local visitors being serviced. Smart system 2.0 improvement is in progress and could improve the data reports in the future. Murphy wants to know how to get the word out about coming downtown and Wilkins suggests a funded PR.

6. **Downtown Outreach Worker:** Not present. Unitt will send out the report to the group once received.
7. **Metro Interim Operations Plan:** Lipscomb reported that an upcoming meeting will be held for targeted outreach to downtown businesses for construction of Pac Station south. Construction of the new housing project will need to temporarily relocate the Metro bus stops and ticketing. The temporary bus route will run in a clockwise rotation around River St and Front St. The project will include additional bus stops, passenger shelters, sidewalk widening, one way traffic, dedicated bike lanes and crosswalks, along with additional security guards to monitor the new bus stops as well. City will monitor impacts and will adjust in real time as needs arise. Parking spaces may be impacted and the City is discussing options to add a grace period/ free minutes to reduce paid parking fees. Metro is conducting additional community outreach and is working with the City to design/provide signage. Murphy offers to host community outreach meetings to help keep the message positive.
8. **Sales Tax Measure:** Lipscomb reports on behalf of City Manager Matt Huffaker. City Council to consider sales tax measure in March 2024. General funds and reserves are depleted due to the recent pandemic and robust homelessness outreach in the community. The City wants to acknowledge employees that provide essential services. City of Santa Cruz has achieved RHNA in all categories. Over 2000 housing units in progress city-wide. Sales tax measures can help address challenges such as affordable housing, resources to address homelessness, wildfire prevention, improving and maintaining infrastructure, emergency repairs needed due to natural disasters and the increased costs associated with all listed. Emergency reserves will be depleted by 2027. County-wide sales tax initiative will be on the ballot at the same time.
9. **Financial Report:** Unitt provided report. All on track, no new developments.
10. **Empty Storefront Fee:** Kalantari-Johnson wants to discuss the benefit of imposing a fee to negligent landlords to cover costs associated with maintenance and security for empty storefronts. Possibility to discuss in January meeting.
11. **Meeting Adjourned:** 9:33 am

Dated: 11/16/23

Renee Culver, DMC Secretary