

DOWNTOWN MANAGEMENT CORPORATION OF SANTA CRUZ
A CALIFORNIA NON-PROFIT BENEFIT CORPORATION
Board of Directors Meeting Minutes
Thursday, September 21, 2023
Zoom Meeting

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

Members Absent: Larry Pearson, Chris Murphy, Kris Reyes

Others Present: Rebecca Unitt, Carter Jones, Jorian Wilkins, Kristie Brenda

Call to Order: The meeting was called to order by 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 Lipscomb.
3. **DMC communications:** Unitt reports that she drafted a communication letter for property owners that gives an overview of the expansion and its recent accomplishments. She has also included an updated version of the Ambassador program marketing flier and would like to receive feedback for both items prior to sending out.
4. **SC Police Report:** Carter reports that we now have 7 day a week patrol service for the downtown area with two uniformed officers. This is a 100 percent increase since summer. His team is currently planning for Halloween patrols and road closures. They will be working overtime during the holidays and plan to have increased foot patrol during the holiday shopping season. There are cases pending for repeat offenders and Carter will attend the hearings personally. Wilkins expressed gratitude for the increased police presence and recent safety training conducted by the Police Department.
5. **Downtown Ambassador Program:** Wilkins reported that Ambassador interactions have increasing significantly since the expansion. In August, Shebra initiated public recognition of the Ambassador team, where they were presented with a proclamation at the City Council meeting. Summer events included So Fresh Clothing block party and a coloring contest. Clean up continues and is up to 7,000 pieces of litter per month. This is a huge increase from May and June and is primarily due to the expanded service area including the side streets. Front Street and Cedar were main areas of litter control since they were recently added and needed the most attention. Ambassadors helped with abandoned encampment removals as well as providing Outreach support in those areas. Ambassadors continue to conduct property checks and focus on vacant storefronts. Cedar Street businesses have expressed positive feedback and appreciation. Wilkins informed the group that Block by Block can generate micro reports and can show service provided

to each business and location specifically if needed.

- 6. Downtown Outreach Worker:** Kristie Brenda reports that Asha is no longer with the team and another member is on maternity leave. There will be two full time Outreach Workers and there is one part time worker coming. She is working to launch a new program called Link to Health that will employ a team that provides community support services and enhanced healthcare management. They plan to integrate DOW to provide extra services and higher level medical care support. The program will include our street outreach workers Elisa and Billy and a third person that will be the point person for Link to Health authorizations. Homeward Bound has incurred some recent challenges and there is a need to streamline the financial aspect of the program.
- 7. Financial Report:** Unitt provided the current balance sheet in meeting material and informed the group that we are on par for July assessment collections with only a few outstanding payments. She also informed the group that we are on target with our current budget. She is working on property address cleanup for invoicing.
- 8. Meeting Adjourned:** 9:02 am

Dated: 9/21/23

Renee Culver, DMC Secretary