

**DOWNTOWN MANAGEMENT CORPORATION OF SANTA CRUZ
A CALIFORNIA NON-PROFIT BENEFIT CORPORATION**

Board of Directors Meeting Minutes

Thursday, May 18, 2023

Zoom Meeting

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

Members Absent: none.

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

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

1. **Additions to the Agenda:** Outreach workers report to be excluded from agenda. No representative was able to attend.
2. **Approval of Minutes:** March meeting minutes approved unanimously with a motion by Pearson and second by Lipscomb.
3. **DMC Annual Plan & Proposed District Expansion:** Unitt provided an overview of the FY 23 Annual Report and FY 24 workplan which includes the proposal to increase the assessment rates and expand the District to include properties along Cedar and Front Street. Unitt reported that the increased cash flow from the proposed assessment will be used to increase the Downtown Ambassadors and Outreach workers staff to cover the expanded areas and increase revenue to more wholly cover the cost of services. Lipscomb reported that the City has filled the gap to support the services since the assessments have not been raised in 10 years. The budget for FY 24 includes the typical line items from prior years with the addition of a contribution to the downtown & beach shuttle. Unitt reported that 45 day notices with ballots were sent to property owners in the current and proposed expanded District. There are three choices on the ballot mailed to property owners: 1) keep the current assessment, 2) increase the assessment rates, and 3) expand the District. The first public meeting will take place on June 13th and the public hearing where the vote is tabulated is set for June 27th. The FY 24 DMC Work Plan & Annual Report was approved unanimously with a motion by Kalantari-Johnson and a second by Pearson.
4. **Approval of DMC Check Signers:** Unitt reported that currently DMC checks are signed by Bonnie Lipscomb and Kim Wigley but replacement signers are needed to replace Kim Wigley who is retiring this year. Unitt requested approval by the Board to authorize the following individuals as check signers: Bonnie Lipscomb and Kathryn Mintz with Tiffany Lake as an alternate for the DMC account with Santa Cruz County Bank. The Board approved the recommendation unanimously with a motion by Newsome and a second by Murphy.
5. **SC Police Report:** Lt. Jones reported that there are two new CSOs that have completed training and are now on patrol Downtown. There are three new patrol teams dedicated to the Downtown, Beach, and other priority areas with emphasis on the Beach and Downtown as the summer months bring tourists and the activities in that area increase. The team will have extra patrols Friday, Saturday and Sunday from noon-10am and 2pm-12am. They have also put focus on the back of Trader Joes parking lot and the city garage at River Street. With the jail being full and the drop off station behind the garage people are congregating in the area.

Connerty and Kalantari-Johnson voiced the need to relocate the drop off station. Lipscomb commented on the city staff working with PD for safety training and will be creating specific material to disperse to downtown business for safety and de-escalation training.

- 6. Downtown Ambassador Program:** Sonja Brunner reported that there were multiple festivities that the ambassadors were able to assist with and they are receiving positive feedback from shop owners including the Tea House for their support. Ambassadors made over 2500 hospitality contacts in April. There was a lot of visitor activity from the Bay Area for the Downtown Wine Walk event and the better weather brought more visitors throughout the month. Brunner reported that Uncle Poop continues to be a very valuable member of the team and is seeing an uptick in service calls.
- 7. Downtown Outreach Worker:** Downtown Outreach Workers unable to attend.
- 8. Financial Report:** Connerty asked the Board for any questions or comments on the financial report provided in the meeting packet and hearing none accepted the information item.
- 9. Meeting Adjourned:** 9:31am

Dated: 5/18/23

Renee Culver, DMC Secretary