

**Boardmembers:**

*Roxanne Barbieri – Chair  
Lynda Lang – Vice Chair  
Robyn Daniels  
Joyce Donaldson  
Gloria Tejada*



**Location:**

*Side Conference Room  
5775 Carpinteria Avenue  
Carpinteria, CA 93013*

**CITY OF CARPINTERIA  
Downtown-T Business Advisory Board  
Regular Meeting Agenda  
Thursday, March 3, 2016  
8:00 am**

---

**CALL TO ORDER**

**ROLL CALL**

**PRESENTATIONS**

**PUBLIC COMMENT**

This is the time for public comments on matters not otherwise on the agenda, but within the subject matter jurisdiction of the Downtown-T Business Advisory Board.

**CONSENT CALENDAR**

1. Minutes of the regular meeting held January 7, 2016.

**OLD BUSINESS: NONE**

**BOARD/STAFF UPDATES**

**NEW BUSINESS:**

2. Assessment District No. 4 Draft Annual Report and Budget for FY 2016-2017

Recommendation: Review, finalize, and adopt the Annual Report and Budget and incorporate into the meeting minutes.

3. Review Board's Mission Statement and Goals

Recommendation: Review the Board's mission statement and goals, and update as necessary.

**ADJOURNMENT**

**NEXT REGULAR DTBAB MEETING – May 5, 2016**

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Brian Barrett, Management Analyst at 684-5405, extension 446 or the California Relay Service at (866) 735-2929. Notification of two business days prior to the meeting will enable the City to make reasonable arrangements for accessibility to this meeting.

**CITY OF CARPINTERIA  
Downtown-T Business Advisory Board  
Regular Meeting Minutes  
Side Conference Room  
Thursday, January 7, 2016**

---

**CALL TO ORDER**

Chair Barbieri called the meeting to order at 8:03 am.

**ROLL CALL**

Boardmembers present: Boardmember Robyn Daniels  
Boardmember Joyce Donaldson  
Boardmember Gloria Tejada  
Chair Roxanne Barbieri

Boardmembers absent: Vice Chair Lynda Lang

Staff members present: Brian C. Barrett, Management Analyst / DTBAB Staff Liaison

**PRESENTATIONS: NONE**

**PUBLIC COMMENT**

Greg Fehr, Chair of the Carpinteria First Committee, commented that he looked forward to the DTBAB and Carpinteria First Committee working together.

**CONSENT CALENDAR**

Motion by Boardmember Tejada, seconded by Boardmember Donaldson, to approve the Consent Calendar. Upon voice vote, the motion carried with Vice Chair Lang absent.

1. Minutes of the regular meeting held November 5, 2015.

**OLD BUSINESS: NONE**

**BOARD/STAFF UPDATES: NONE**

**NEW BUSINESS:**

2. State Park Map

Recommendation: Discuss updating the State Park Map.

Staff Liaison Barrett reported that City Program Manager Mimi Audelo is working with the HOSTs to spearhead the State Park Map update. He said the City could work with James Malia who designed the current map. He discussed the possibility of having the artist create an electronic base map and have a second layer of businesses/points of interest which the City could update as needed. The City print out a large updated map for the State Park and smaller versions for the Kiosk.

The Board discussed the use of a toned down black and white version of the State Park Map which could be put on a tear-off pad and primarily shows City streets and could be used by the HOSTs to show visitors where certain businesses/points of interest are located.

The Board gave the following recommendations for updating the State Park map:

- Replace with the same whimsical map
- Use the same artist
- Keep the map limited in what it shows so it's not overcrowded
- Focus on what visitors would want to know
- Show the following on the updated map:
  - Shopping areas (i.e. Casitas/Shepherd Plazas and the Row)
  - Landmarks
  - ATMs/Banks
  - Recreation Areas (i.e. bike/pedestrian trails, trailheads, the Bluffs)
  - Chamber of Commerce
  - Train Station
  - Parks/Dog Parks
  - Museums

Staff Liaison Barrett announced that the HOSTs would be holding a committee meeting to discuss the State Park Map update on Thursday, January 28 at 10 am in the Side Conference Room at City Hall. He said that he would pass the Board's recommendations on to Ms. Audelo.

The Board suggested using the updated State Park Map (though only showing the Downtown businesses) on the next revision of the "Shop, Play, Dine, Stay" brochure. The Board discussed the reasoning behind why the revenue received by the PBI District must be spent within the District.

Boardmember Donaldson recommended the Board review its mission statement, objectives and goals for this year due to the merger. Staff Liaison Barrett affirmed that he would place this item on the next meeting's agenda.

---

Mr. Fehr inquired about letting the public know about the merger of DTBAB and Carpinteria First. The Board acknowledged that once each group updates their respective mission statements, goals and objectives, a public announcement could be made.

Boardmember Tejeda left the meeting at 8:42 am and returned at 8:45 am.

**ADJOURNMENT**

Chair Barbieri adjourned the meeting at 8:46 am.

ATTEST:

---

Roxanne Barbieri, Chair  
Downtown-T Business Advisory Board

---

Brian C. Barrett, Staff Liaison  
Downtown-T Business Advisory Board

**DOWNTOWN-T BUSINESS ADVISORY BOARD**

MEETING DATE: March 3, 2016

**ITEM FOR CONSIDERATION:**

Assessment District No. 4 Draft Annual Report and Budget for FY 2016-17

**Report prepared by:** Brian C. Barrett  
Management Analyst

  
Signature

**Reviewed by:** Charles W. Ebeling, P.E.  
Public Works Director

  
Signature

**Action Item:**  **Non-Action Item:**

**I. RECOMMENDATION**

- a. Review, finalize, and adopt the Annual Report and Budget and incorporate into the meeting minutes, or
- b. Schedule a special meeting to finalize and adopt the Annual Report and Budget and incorporate into the meeting minutes.

**II. DISCUSSION**

On March 28, 2016, the City Council will likely adopt a Resolution ordering an annual report on the status and projections for Carpinteria Parking and Business Improvement Area Assessment District No. 4 for fiscal year 2016-17. The annual report will be presented to the Council for adoption on April 25, 2016. Staff encourages the Board to finalize its proposed FY 2016-17 budget, propose recommendations to the City Council on the levying of assessments for District No. 4, and complete the District's Annual Report at this meeting. If the Board chooses, it may schedule a special meeting to occur on or before April 14, 2016 to allow staff sufficient time to incorporate the Annual Report into the staff report for the City Council meeting of April 25, 2016.

Per the City's Comprehensive Annual Financial Report for the Fiscal Year ending June 30, 2015, the audited PBI Fund beginning balance as of July 1, 2015 was \$45,450. As of February 26, 2016, the PBI Fund has received the following revenues and expenses:

**Revenues**

3838101 · INTEREST INCOME	244.96
3838385 · GEN'L BUSINESS ASSESSMENT	12,303.13
3838387 · PARKING LOT #3 ASSESSMENT	14,015.00
<b>Total Income</b>	<u>26,563.09</u>

**Expenses**

3845222 · Marketing/Project Carpinteria*	5,838.47
3845228 · Downtown T Promotions	182.00
3878533 · Lot #3 Debt 38	17,249.00
<b>Total Expense</b>	<u>23,269.47</u>

\*Note: \$1,800 of the \$5,838.47 is allotted for the Independence Day Parade and has not been spent yet.

There is also a transfer from the general fund to subsidize the shortfall in received special parking assessment fees and the parking lot no. 3 debt. This year the projected shortfall is \$3,234.00.

The estimated fund balance on July 1, 2016 is \$51,977.62. Please refer to the attached Draft Annual Report and Budget for FY 2016-17.

The PBIA Fund is split into the following three accounts:

1. Marketing/Project Carpinteria  
This account focuses on Downtown-T events, the banner program, and the updates to the “Shop, Play, Dine, Stay” and District brochures. The proposed budget includes the Board’s decision to continue to spend a maximum of \$1,800 per parade from the PBIA Fund versus the previous \$4,000 per parade.
2. Downtown-T Promotions  
This account incorporates advertising of Downtown-T events and sponsorships with the Avocado Festival and Hospice Light Up A Life event. On April 17, 2014, the Board decided to eliminate sponsorships and now this account is used only for advertising of Downtown-T events.
3. Parking Lot No. 3 Debt  
This account encompasses the debt service for the creation of Parking Lot No. 3 and will be paid off in 2018.

There are a variety of candidate projects that the Board may choose such as:

- Sponsoring the HOST Program as HOST volunteers run the visitor information kiosk at the Seal Fountain and direct visitors to the amenities the Downtown-T and Carpinteria have to offer.
- Way finding signs
- Incorporating an interactive map at the train station
- A color coded Downtown map showing the location of restaurants and shops
- Poster project
- Promoting an interactive video map (through googlemaps for example) showing a tour of the inside of businesses
- Possible partner projects with Carpinteria First

**Attachment A:** Draft Annual Report and Budget for FY 2016-17

ATTACHMENT A

**City of Carpinteria  
Downtown-T Business Advisory Board**

**ANNUAL REPORT RELATIVE TO  
ASSESSMENT DISTRICT NO.4  
Submitted April 25, 2016**

**BOARD RESPONSIBILITIES**

In compliance with local and State regulations, the Downtown-T Business Advisory Board (DTBAB) is responsible for providing an operational and financial mechanism to acquire, construct, and maintain off-street public parking facilities. Additionally the Board makes recommendations to the City Council for general promotion of business activities, economic growth and stability in the District, and general maintenance issues within the Downtown-T. The Board has a duty to prepare and present an Annual Report to the City Council that addresses all matters relating to the Assessment District, including the methods and basis of levying the assessments and recommendations on use of funds collected by the District. Prior to preparing this report the Board reviewed the status of delinquent assessment fees and changes that have taken place on the assessment roll during the past year.

**BACKGROUND**

California State Law and Streets and Highways Code Sections 36500-36504 prescribe the process for levying assessments and establish guidelines for the appointment of an Advisory Board to make recommendations on assessments and use of funds collected by the Assessment District. The Carpinteria Downtown-T Business Advisory Board is made up of five members appointed by the Mayor, subject to the advice and consent of the City Council. They serve at the pleasure of the City Council without pay. Three of the members must represent businesses paying assessment fees in Assessment District No. 4. The remaining two members, while preferably business-related and representative of the Assessment District, may be any qualified persons as determined by the Council.

**ASSESSMENT DISTRICT NO. 4**

**Advisory Board**

The Downtown-T Business Advisory Board meets at City Hall at 8:00 a.m. every other month on the first Thursday during the months of January, March, May, July, September, and November. Meetings are conducted in accordance with the Brown Act and are open to the public.

**Current Board members:**

Roxanne Barbieri (Chair)	Roxanne's A Wish and A Dream
Lynda Lang (Vice Chair)	Member of the Community
Robyn Daniels	Rabobank of Carpinteria
Joyce Donaldson	Carpinteria Valley Chamber of Commerce
Gloria Tejada	Señor Frog's

## ATTACHMENT A

### **District Boundaries**

The boundaries of Carpinteria Assessment District No. 4 include the areas adjacent to Linden Avenue from the railroad to Carpinteria Avenue and from Holly Avenue to Palm Avenue. All businesses located within the boundary of the Carpinteria Parking and Business Improvement Area District No. 4 are subject to a general business improvement assessment as set by City Ordinance and, where applicable, a special parking benefit assessment fee based on parking requirements as outlined in the City's zoning ordinance. The District Boundaries can be found in Attachment A.

### **PARKING ASSESSMENT**

Businesses within the boundaries of the Assessment District are subject to a special parking benefit assessment fee, which is used to reimburse the City's General Fund for the costs associated with the City's three parking lots. By City Ordinance No. 393, the funds derived from this assessment must be used exclusively for the purpose of acquisition, construction, and maintenance of off-street parking.

The criteria used for establishing parking assessments is based on the parking requirement per the zoning ordinance, less any on-site parking provided by the business, adjusted to reflect the benefit derived from the parking lot based on distance and accessibility to the parking lot.

- **Parking Lot # 1** (Located on 9th Street between Yucca Lane and Elm Street)  
The funding program for this parking lot, which was financed through the sale of serial bonds, was paid off in 1988 by means of property assessments on the individual property owners. In FY 1996-97 an assessment fee was levied on businesses adjacent to Parking Lot #1 to reimburse the City for costs incurred for resurfacing of the parking lot. Final payments on this assessment were completed in June, 2006.
- **Parking Lot #2** (Located on Cactus Lane)  
The funding program for Parking Lot #2 was established in FY 1987-88. SB 959 Grant monies were used to fund a portion of the cost and funding of the balance was shared equally by the City and the businesses located in the area of benefit. The business share of the assessment was paid off in June, 1997.
- **Parking Lot #3** (Located at the Amtrak Station on Linden Ave. and Fifth Street)  
Parking Lot #3 was completed in FY 1989-90. SB 959 Grant monies were used on this project and, since this lot was intended to benefit both the downtown and the beach area, a portion of the cost was funded through the Tidelands Trust Fund as well as the City's General Fund. Businesses located in the proximity of Parking Lot #3 are currently paying an assessment of \$51.00 per parking space shortfall. This assessment will be paid off in 2018.

## ATTACHMENT A

### **Board Recommendation:**

At a regular meeting of the Downtown-T Business Advisory Board held on March 3, 2016, the Board passed a motion to make the following recommendations to the City Council:

#### Parking Lot # 1 and Parking Lot #2

Parking Lots #1 and #2 are paid off. No action taken by Board.

#### Parking Lot #3

Board recommends the assessments for Parking Lot #3, based on the parking space shortfall per business to remain at \$51.00 per space for FY 2016 - 2017.

### **GENERAL BUSINESS ASSESSMENT**

All businesses located within the boundaries of District No. 4 are required to pay a general business assessment fee.

As outlined by City Ordinance No. 393, funds derived from the general business improvement assessment are restricted funds and must be used exclusively for the benefit of general business revitalization, promotion and improvement within the boundaries of the Parking and Business Improvement Assessment District No.4.

The General Business Assessment fee for all businesses located within the Parking and Business Improvement Area District No. 4 had not been increased since 1991 when City Resolution No. 1998 increased the assessment from the Fifty Dollars (\$50.00) set by Ordinance in 1988, to One Hundred Dollars (\$100.00) per business per year. On June 27, 2011, the annual general assessment was increased to One Hundred Fifteen Dollars (\$115.00) per business per year, including an annual inflationary adjustments with a maximum increase of 3% annually. In 2012, the general assessment fee was adjusted to \$117.00 and in 2013 was \$119.00 following the inflationary adjustments. The current general business assessment is \$119.25.

The annual inflationary index for this assessment is the Consumer Price Index for Urban Wage Earners and Clerical Workers for Los Angeles-Riverside-Orange County, CA. The calculation is based on a March to March increase evaluation, in accordance with other City fee adjustments.

### **Board Recommendation:**

The Downtown-T Business Advisory Board on March 3, 2016, passed a motion to make the following recommendation to the City Council:

That the General Business Assessment annual fee is applicable to all businesses located within the boundaries of Assessment District No. 4, remain at \$119.25 per business and that the application of the inflationary index on the general assessment continue to be suspended for FY 2016-17.

## ATTACHMENT A

### **FUNDING OF DTBAB EVENTS AND ACTIVITIES**

With the adoption of a City Marketing Plan in 1993, the City Council authorized the PBIA Board to fund events and activities in the Downtown "T" with monies derived from the annual General Business Assessment fees. The use of the restricted business assessment fees as the primary funding source changed the scope of the 1993 City Marketing Plan, at least geographically, from focus on a "Community-wide" plan to a Downtown "T" plan.

The Downtown-T Business Advisory Board budget allocates the fees for planning and promotion of events held in the Downtown "T", as well as cooperative advertising programs, preparation and distribution of a courtesy map listing merchants in the Downtown "T", maintenance and replacement of the existing flag (banner) systems, a signage program, and many other maintenance/improvement activities.

It should be noted that the Project Carpinteria Committee, which was formed under the Marketing Plan and made up of PBIAAB members and representatives of the Carpinteria Valley Chamber of Commerce, has been dissolved and is no longer an active Committee under the Downtown-T Business Advisory Board.

In October, 2007 the City Council approved the formation of a more inclusive community committee, separating it from the PBIAAB. Funding for the new "Carpinteria First" Committee is provided by the General Fund, with the expectation that the Committee will focus on events and activities that benefit the entire community.

The Downtown-T Business Advisory Board continues to have the responsibility and duty to oversee the Assessment District parking and business assessment fees in compliance with State regulations, including the responsibility to promote and encourage the economic growth and stability of the district. The Board also continues to plan and promote activities and events in the Downtown "T".

The DTBAB reviewed the proposed 2016-17 budget prepared by City staff. The balanced budget included various promotional, marketing, improvements and special events that highlight the Downtown-T. In adopting the budget, the DTBAB recommended that the budget be reviewed during the next fiscal year to explore ways to reduce the costs of the special events and parades while increasing the funds allocated to promotions and marketing.

### **PROPOSALS**

On March 3, 2016, the Downtown-T Business Advisory Board passed a motion to recommend the following proposals to the City Council:

1. Although delinquent in the payment of general business assessment fees, the delinquent merchants continue to receive the benefits funded by the business assessment fees. The Council is urged to continue to support staff in vigorously pursuing delinquent assessment fees, up to and including Small Claims proceedings, with any appeal made directly to the City Council.

## ATTACHMENT A

2. Unpaid balances from an individual merchant continue to *not* be forgiven, but the balance due be carried forward and added to assessments billed to that business in the next fiscal year.
3. Any deficiencies in parking assessments continue to be financed through the City's General Fund. The Board has a duty to uniformly and equitably apply the parking fees throughout the Assessment District and does not feel the burden from a shortfall of funds between the parking fees assessed and collected and the amount charged for debt service and transfer created by vacancies and/or uncollected revenue should be placed on other businesses in the District.

### **PRESENTATION OF REPORT**

It is recommended that the City Council accept this report and continue the existing Parking and Business Improvement Area District No. 4 for Fiscal Year 2016-2017, including the various proposals and recommendations associated therewith as presented or with modification.

ATTACHMENT A

**SUBMITTED April 25, 2016 by:**

\_\_\_\_\_  
Roxanne Barbieri, Chair

\_\_\_\_\_  
Lynda Lang, Vice Chair

\_\_\_\_\_  
Robyn Daniels, Boardmember

\_\_\_\_\_  
Joyce Donaldson, Boardmember

\_\_\_\_\_  
Gloria Tejeda, Boardmember

CITY OF CARPINTERIA  
 Assessment District No. 4  
 Parking and Business Improvement Area Fund 38  
 General Business Assessment Budget  
 FY 2016-2017

Estimated Fund Balance on 7/1/16 \$ 51,977.62  
 General Assessment \$ 119.25  
 Estimated General Assessment Revenue 2016-2017 \$ 14,906.25  
 Estimated Parking Lot Assessment Revenue 2016-17 \$ 14,200.00  
 Total Estimated Revenue \$ 29,106.25  
 Budgeted Expenditures \$ 26,149.00  
 Estimated General Fund Subsidy to Cover Parking Lot #3 Debt \$ 3,049.00

Item Description	FY 15/16 Actuals (Estimated)	FY 16/17 Proposed Budget	Revenue
<b>MARKETING/PROJECT CARPINTERIA (38-45-22-2)</b>			<b>\$ 8,700.00</b>
Independence Day & Holiday Spirit Parades	\$ 3,600.00	\$ 3,600.00	
Halloween Safe Trick or Treat Fliers and Bags	\$ 638.00	\$ 700.00	
Flags and Banners	\$ 87.50	\$ 1,000.00	
Shop, Play, Dine, Stay' and District Brochures	\$ 698.97	\$ 2,400.00	
BMI/ASCAP Musical Licensing	\$ 814.00	\$ 1,000.00	
Miscellaneous			
SUB TOTAL	\$ 5,838.47	\$ 8,700.00	
<b>DOWNTOWN T PROMOTIONS (38-45-22-8)</b>			<b>\$ 200.00</b>
Advertising	\$ 182.00	\$ 200.00	
Miscellaneous	\$ -		
SUB TOTAL	\$ 182.00	\$ 200.00	
<b>PARKING LOT #3 DEBT (38-78-53-3)</b>			<b>\$ 17,249.00</b>
SUB TOTAL	\$ 17,249.00	\$ 17,249.00	
<b>GRAND TOTAL</b>	<b>\$ 23,269.47</b>	<b>\$ 26,149.00</b>	<b>\$ 26,149.00</b>
<b>Unaudited Existing Fund Balance (Estimated)</b>			<b>\$ 57,983.87</b>

## **Parking and Business Improvement Area Advisory Board Mission Statement (Adopted October 3, 2013)**

*The Parking and Business Improvement Area Advisory Board (PBIAAB) in partnership with business owners, strives to improve the economic vitality of the Downtown-T district by:*

- 1. Fostering and supporting business in the Downtown-T*
- 2. Acting as a resource for information and communication between City Hall and Downtown-T businesses*
- 3. Making recommendations on parking, maintenance, and infrastructure needs of the Downtown-T.*

## **Downtown-T Business Advisory Board Goals (Adopted January 3, 2014)**

- 1. Support Downtown activities and events that make the Downtown a focal point and visitor destination.*
- 2. Establish and maintain community and visitor awareness of the unique businesses and attributes of the Downtown.*
- 3. Maintain adequate and well-managed public parking and other public improvements in the Downtown area.*

## **Downtown-T Business Advisory Board Outreach Goal (Adopted April 17, 2014)**

- 4. Establish and maintain relationships with businesses to communicate services and benefits and learn how the Board can better promote business.*