ITEM FOR COUNCIL CONSIDERATION

Dissolution of the Carpinteria First Committee, Restructure the Downtown “T” Business Advisory Board, and Make Appointments to the Downtown “T” Business Advisory Board

STAFF RECOMMENDATION

Action Item X; Non-Action Item ___

Approve the dissolution of the Carpinteria First Committee and amend Resolution No. 1882 to restructure the Downtown “T” Business Advisory Board and make appointments to the Downtown “T” Business Advisory Board.

Sample Motion: I move to:

1. Adopt Resolution No. 5902, as read by title only, thereby dissolving the Carpinteria First Committee and amending Resolution No. 1882 to restructure the Downtown “T” Business Advisory Board.

2. Adopt Resolution No. 5903, as read by title only, making appointments to the Downtown “T” Business Advisory Board.

BACKGROUND

The Parking and Business Improvement Advisory Board (PBIAAB) was formed in 1990 in order to comply with a change in State law that required the appointment of an advisory board to make recommendations to the City Council on the use of the Business Improvement District funds collected through assessments. The Carpinteria Parking and Business Improvement Area District was formed in 1986 and has operated continuously since that time.

In 1992, representatives of the City of Carpinteria and the Carpinteria Valley Chamber of Commerce met to facilitate the process of formulating and developing a Community Marketing Plan. The initial Community Marketing Plan Committee was made up of the five members of the PBIAAB, which is now known as the Downtown “T” Business Advisory Board (DTBAB), and four representatives of the Carpinteria Valley Chamber of
Commerce. Implementation of the Community Marketing Plan through the formation of subcommittees was designated as “Project Carpinteria.”

On October 8, 2007, the City Council approved separating the Project Carpinteria Committee from the PBIAAB and revised and expanded the committee to include additional community representatives and to address community wide promotion and economic vitality efforts. In February 2009, the City Council approved a series of initiatives in response to the economic recession that led to the approval later in the year of an enhanced budget for community promotion and economic vitality projects/programs, renaming of the Project Carpinteria Committee to Carpinteria First, and expanding membership from five to nine members.

As the economic recovery has progressed, the Carpinteria First Committee membership has declined. Although the City has made numerous recruitment efforts, it has been a challenge to maintain complete membership. On February 23, 2015, the City Council had reduced the size of the Carpinteria First Committee from nine to seven members and had changed the corresponding at-large and Carpinteria Valley Chamber of Commerce representatives from four to three in order to make it easier to obtain a quorum.

On November 23, 2015, the City Council approved merging the DTBAB and Carpinteria First Committee. The merger reduced redundancy in promotion work, reduced volunteer fatigue, and increased the use of public resources. The merger also created five members in common between Carpinteria First Committee and DTBAB.

Carpinteria First Committee and DTBAB members believe that the Carpinteria First Committee fulfilled its role of providing an economic boost to the local business community since the economic recession and recommends the dissolution of the Carpinteria First Committee and restructuring of the DTBAB as detailed in the report.

DISCUSSION

The DTBAB meets every other month (i.e. January, March, etc.); however, meetings over the last few years have been less frequent due to a lack of quorum. The last held meeting of the DTBAB was in July 2017. The Carpinteria First Committee meets every month; however, just as with the DTBAB, meetings have been less frequent due to a lack of quorum. The last meeting of Carpinteria First Committee was in May 2018. A few of the meetings were also cancelled in late 2017 and early 2018 due to the Thomas Fire and subsequent debris flow.

Below is a more detailed explanation of the existing and proposed membership composition, responsibilities, meeting schedule, and funding for the DTBAB:

Boardmember Composition/Qualifications

As established by Resolution No. 1882, the composition of the DTBAB consists of a total of five members. Three of the members must be assessment paying members of the Parking and Business Improvement Area Assessment District No. 4. The remaining
two members may be any qualified individuals as determined by the City Council, but preferably business-related and representative of the Parking and Business Improvement Area Assessment District No. 4.

The DTBAB currently has two members and three vacancies. The Carpinteria First Committee has four members and three vacancies. Both groups have five common members and the remaining two members are only on Carpinteria First and not on the DTBAB.

Please see table below for current Board/Committee setup.

<table>
<thead>
<tr>
<th>DTBAB Members</th>
<th>Current Composition of DTBAB and Carpinteria First Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment Paying</td>
<td>DTBAB Rep</td>
</tr>
<tr>
<td>Assessment Paying</td>
<td>Chamber Rep</td>
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<tr>
<td>At Large</td>
<td>Chamber Rep</td>
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<td>Assessment Paying</td>
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<td>Assessment Paying</td>
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<tr>
<td>Not on DTBAB</td>
<td>At Large</td>
</tr>
<tr>
<td>Not on DTBAB</td>
<td>Chamber Rep</td>
</tr>
</tbody>
</table>

On March 28, 2019, the City Manager attended the joint meeting of the DTBAB and Carpinteria First Committee to discuss Carpinteria First’s current state and to propose dissolution. While there was no quorum for either group at the joint meeting, those members present expressed support of this idea. Members of the Carpinteria First Committee and DTBAB feel that the Carpinteria First Committee fulfilled its role of providing economic vitality to the local community since the economic recession.

Staff is recommending the dissolution of the Carpinteria First Committee and a restructure of the DTBAB from a five-member board to a seven-member board with the addition of the two Carpinteria First only members, who are Ms. Monica Solórzano and Ms. Ellen Robinson.

Staff proposes that the City Council appoint Ms. Solórzano and Ms. Robinson as at-large members on the DTBAB (see Attachment B). With the proposed restructuring of the DTBAB, there are still three assessment paying member vacancies. The City received applications for appointment to the DTBAB from six interested persons in the Downtown “T” District in which five are business owners (see Attachment C).

If approved by the Council, the composition of the Board would also change from three assessment paying members and two at-large members to four assessment paying members and three at-large members as proposed in Resolution No. 5902 (Attachment A). See table below for proposed DTBAB composition.
Board Responsibilities

In compliance with local and State regulations, the DTBAB makes recommendations to the City Council concerning the use of revenues collected through Parking and Business Improvement Area Assessment District No. 4 for general promotion of business activities, economic growth and stability in said district, and general maintenance issues within the Downtown "T". The Board prepares and presents an Annual Report to the City Council that addresses all matters related to Parking and Business Improvement Area Assessment District No. 4, including the methods and basis of levying the assessments and recommendations on use of funds collected by said district. Under the proposed merger, the DTBAB would continue to perform the duties of Parking and Business Improvement Area Assessment District No. 4. For example, the DTAB is still required to provide oversight and budget recommendations for spending the general business promotion assessments; and to prepare and present an annual report to the City Council which addresses all matters relating to Parking and Business Improvement Area Assessment District No. 4 including the methods and basis of levying assessments and recommendations on the use of funds that are collected.

Meeting Schedule

The DTBAB meets on the first Thursday of every other month at City Hall (i.e. January, March, etc.). The DTBAB meeting schedule is not proposed to change at this time.

Funding

The revenues and expenses for operation of Parking and Business Improvement Area Assessment District No. 4 activities are accounted for in the City's PBIA Fund. All assessment revenues are expended within the District. There are no proposed changes to the funding setup or budget of the PBIA Fund.

POLICY CONSISTENCY

The restructuring of the Downtown "T" Business Advisory Board is compliant with the Parking and Business Improvement Area Law of 1989 of the California Streets and Highways Code. The City Council has the authority to determine the makeup of the
board pursuant said law. The City is proposing no changes to the responsibilities and funding of the DTBAB, only amending its membership composition.

FINANCIAL CONSIDERATIONS

There will be no effect on the General Fund or PBIA Fund with the proposed change in DTBAB membership composition.

LEGAL AND RISK MANAGEMENT CONSIDERATIONS

Per the Streets and Highways Code Section 36530, the City Council has full discretion in the composition, qualifications, and selection of the DTBAB members.

OPTIONS

The City Council could choose to not approve the dissolution of the Carpinteria First Committee and/or the restructuring of the DTBAB and provide further direction to staff as appropriate.

PRINCIPAL PARTIES EXPECTED AT MEETING

There are no principal parties expected at the meeting.

ATTACHMENTS

Attachment A: Resolution No. 5902
Attachment B: Resolution No. 5903
Attachment C: Received Applications for Appointment to DTBAB

Staff contact:
Brian C. Barrett, Assistant to the Public Works Director
(805) 755-4446; brianb@ci.carpinteria.ca.us

Reviewed by:
John L. Illasin, Public Works Director
(805) 880-3402; johni@ci.carpinteria.ca.us

Reviewed by: Dave Durflinger, City Manager
(805) 755-4400; daved@ci.carpinteria.ca.us
ATTACHMENT A
RESOLUTION NO. 5902
RESOLUTION NO. 5902


WHEREAS, the City Council established the Parking and Business Improvement Advisory Board (PBIAAB) in 1990 via adoption of Resolution No. 1882 in order to comply with a change in State law that required the appointment of an advisory board to make recommendations to the City Council on the use of the Business Improvement District funds collected through assessments; and

WHEREAS, in 1992 the City and Carpinteria Valley Chamber of Commerce facilitated the formulation and development of a Community Marketing Plan. Implementation of the Plan through the formation of a subcommittee of the PBIAAB (now known as the Downtown “T” Business Advisory Board or DTBAB) was designated as “Project Carpinteria; and

WHEREAS, in 2007 the City Council approved separating the Project Carpinteria Committee from the PBIAAB and revised and expanded the committee to include additional community representatives and to address community wide promotion and economic vitality efforts; and

WHEREAS, in 2009 the City Council approved a series of initiatives in response to the economic recession that led to the approval later in the year of an enhanced budget for community promotion and economic vitality projects/programs, and renaming the Project Carpinteria Committee to the Carpinteria First Committee; and

WHEREAS, in 2015 the Council approved merging the DTBAB and Carpinteria First Committee to reduce redundancy in promotion work, reduce volunteer fatigue, and increase the use of public resources; and

WHEREAS, the members of the Carpinteria First Committee and DTBAB believe that the Carpinteria First Committee has fulfilled its role of providing an economic boost to the local business community since the economic recession and recommends the dissolution of the Carpinteria First Committee and restructuring the DTBAB.
NOW, THEREFORE, BE IT RESOLVED as follows:

SECTION 1.

The City Council approves the dissolution of the Carpinteria First Committee

SECTION 2.

This resolution supersedes Resolution No. 1882 and establishes the DTBAB as a seven-member board consisting of four individuals paying assessments under the Parking and Business Improvement Area District No. 4 and three at-large members, as determined by the City Council.

PASSED, APPROVED AND ADOPTED on June 24, 2019, by the following vote:

AYES: COUNCILMEMBER(S):

NOES: COUNCILMEMBER(S):

ABSENT: COUNCILMEMBER(S):

ABSTAIN: COUNCILMEMBER(S):

Mayor, City of Carpinteria

ATTEST:

City Clerk, City of Carpinteria

I hereby certify that the foregoing resolution was adopted at a regular meeting of the City Council of the City of Carpinteria held on June 24, 2019.

City Clerk, City of Carpinteria
APPROVED AS TO FORM:

Peter Brown, on behalf of Brownstein Hyatt Farber Schreck, LLP acting as City Attorney of the City of Carpinteria
ATTACHMENT B
RESOLUTION NO. 5903
RESOLUTION NO. 5903

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARPINTERIA MAKING APPOINTMENTS TO FILL EXISTING VACANCIES ON THE DOWNTOWN "T" BUSINESS ADVISORY BOARD

WHEREAS, on June 24, 2019, the City Council adopted Resolution No. 5902 dissolving the Carpinteria First Committee and establishing the Downtown "T" Business Advisory Board as a seven-member board consisting of four persons paying assessments under the Parking and Business Improvement Area District No. 4 and three at-large members as determined by the City Council; and

WHEREAS, under the new membership composition there are five vacancies that exist on the Downtown "T" Business Advisory Board; and

WHEREAS, said vacancies have been duly noticed and advertised as required and all interested persons have been invited to submit an application for consideration for appointment to fill said vacancies; and

WHEREAS, Monica Solórzano and Ellen Robinson have expressed interest in being appointed at large members to the DTBAB; and

WHEREAS, should the City Council approve the appointment of Monica Solórzano and Ellen Robinson as at large members on the Downtown "T" Business Advisory Board, there will remain three assessment paying member vacancies; and

WHEREAS, the City of Carpinteria has received Six (6) applications for the Downtown "T" Business Advisory Board.

NOW, THEREFORE, BE IT RESOLVED as follows:

SECTION 1.

The City Council approves and confirms effective immediately the following appointments for the two-year term ending January 31, 2021:

DOWNTOWN "T" BUSINESS ADVISORY BOARD (DTBAB)

Monica Solórzano – At Large

Ellen Robinson – At Large
PASSED, APPROVED AND ADOPTED on June 24, 2019, by the following vote:

AYES: COUNCILMEMBER(S):

NOES: COUNCILMEMBER(S):

ABSENT: COUNCILMEMBER(S):

ABSTAIN: COUNCILMEMBER(S):

ATTEST: 

Mayor, City of Carpinteria

City Clerk, City of Carpinteria

I hereby certify that the foregoing resolution was adopted at a regular meeting of the City Council of the City of Carpinteria held on June 24, 2019.

City Clerk, City of Carpinteria

APPROVED AS TO FORM:

Peter Brown, on behalf of Brownstein Hyatt Farber Schreck, LLP acting as City Attorney of the City of Carpinteria
ATTACHMENT C
Received Applications for Appointment to DTBAB
CITY OF CARPINTERIA
APPLICATION FOR APPOINTMENT
TO A CITY BOARD, COMMISSION OR COMMITTEE

Please return to: City Clerk’s Office
City of Carpinteria
5775 Carpinteria Avenue
Carpinteria, CA 93013

BOARD, COMMISSION OR COMMITTEE APPLIED FOR:

Name: GARCIA, Lety
Applicant:
Name: Lety Garcia
Address
Business Address

Are you a resident of the City of Carpinteria? Yes
EXPERIENCE/ BACKGROUND:
UCSB - BFA in Art
Education
Studio/gallery partner and prior - manager for art museum in Santa Barbara
Programs & PR
Present Occupation (Please describe any relevant past work experience)
Board member Carpinteria Arts Ctr
Memberships in Organizations

Reasons why you believe you should be appointed (attach additional sheets if necessary):
Fresh ideas!

Please list City Commission/Committee/Board (including dates) you are currently serving on or have served on:

I, the undersigned, hereby certify that all the statements contained herein above, are true and correct to the best of my knowledge and belief. I understand that false statements in my application will disqualify me from service on any Commission/Committee/Board of the City of Carpinteria. If appointed, I understand I will be responsible for filing an annual Statement of Economic Interests and fulfilling ethics training, and failure to do so in a timely manner may be cause for termination of position. This application is a public document and is available for review.

THIS APPLICATION MUST BE SIGNED IN INK AND DATED

Date: 4/2/19

Rev. 12/7/12
Signature: Lety Garcia
Rev. 12/7/12
Date: 4/2/19

CITY OF CARPINTERIA
APPLICANT: Lety Garcia
for Linden Studio

BUSINESS OWNER

BUSINESS OWNER

RECEIVED
APR 05 2019

CITY OF CARPINTERIA
CITY OF CARPINTERIA
APPLICATION FOR APPOINTMENT
TO A CITY BOARD, COMMISSION OR
COMMITTEE

Please return to: City Clerk’s Office
City of Carpinteria
5775 Carpinteria Avenue
Carpinteria, CA 93013

BOARD, COMMISSION OR COMMITTEE APPLIED FOR:

Downtown T Advisory Board

APPLICANT: Mary Beth Radley
Name

Address

Business Address

Email

Phone Number(s)

Are you a resident of the City of Carpinteria? yes

EXPERIENCE/BACKGROUND:

High School Graduate Some City College
Education

Owner, operator Homestead Antiques & Trading Co
Present Occupation (Please describe any relevant past work experience)

none

Memberships in Organizations

Reasons why you believe you should be appointed (attach additional sheets if necessary):

It was brought to my attention that the board is lacking membership to the point of there
not being meetings. I feel this board makes decisions that effect my operation & it's
important to the downtown businesses continue to oversee these matters.

Please list City Commission/Committee/Board (including dates) you are currently serving on or have
served on:

This would be my first board to serve on

I, the undersigned, hereby certify that all the statements contained herein above, are true and correct to
the best of my knowledge and belief. I understand that false statements in my application will
disqualify me from service on any Commission/Committee/Board of the City of Carpinteria. If
appointed, I understand I will be responsible for filing an annual Statement of Economic
Interests and fulfilling ethics training, and failure to do so in a timely manner may be cause for
termination of position. This application is a public document and is available for review.

THIS APPLICATION MUST BE SIGNED IN INK AND DATED

Rev. 12/7/12

Signature

Date

4-2-19
APPLICATION FOR APPOINTMENT TO A CITY BOARD, COMMISSION OR COMMITTEE

Please return to: City Clerk's Office
City of Carpinteria
5775 Carpinteria Avenue
Carpinteria, CA 93013

RECEIVED
MAY 22 2019

BOARD, COMMISSION OR COMMITTEE APPLIED FOR:
Downtown Business Advisory

APPLICANT:  Nathan Whitney Wolf

Are you a resident of the City of Carpinteria?  Yes

EXPERIENCE/BACKGROUND:

Education
Owner of Pacific Health Food

Present Occupation (Please describe any relevant past work experience)

Memberships in Organizations

Reasons why you believe you should be appointed (attach additional sheets if necessary):
local business owner's

Please list City Commission/Committee/Board (including dates) you are currently serving on or have served on:

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THIS APPLICATION MUST BE SIGNED IN INK AND DATED

5-20-19

Signature

Rev. 12/7/12
APPLICATION FOR APPOINTMENT
TO A CITY BOARD, COMMISSION OR COMMITTEE

Please return to: City Clerk's Office
City of Carpinteria
5775 Carpinteria Avenue
Carpinteria, CA 93013

BOARD, COMMISSION OR COMMITTEE APPLIED FOR:

APPLICANT: Rachael R. Nunez

Address

Business Address

APPLICANT: Rachael R. Nunez

BUSINESS OWNER

Are you a resident of the City of Carpinteria? No

EXPERIENCE/BACKGROUND:

BA & JD (not complete)

Education

Have been owner of Downtown Carpinteria business for 15 years

Present Occupation (Please describe any relevant past work experience)

Memberships in Organizations

Reasons why you believe you should be appointed (attach additional sheets if necessary):

Brick and mortar retail business has changed exponentially and I feel that our city needs to be in pace w/ those changes to help our business

Community

Please list City Commission/Committee/Board (including dates) you are currently serving on or have served on:

NONE

I, the undersigned, hereby certify that all the statements contained herein above, are true and correct to the best of my knowledge and belief. I understand that false statements in my application will disqualify me from service on any Commission/Committee/Board of the City of Carpinteria. If appointed, I understand I will be responsible for filing an annual Statement of Economic Interests and fulfilling ethics training, and failure to do so in a timely manner may be cause for termination of position. This application is a public document and is available for review.

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Signature

Date

Rev. 12/7/12
APPLICATION FOR APPOINTMENT
TO A CITY BOARD, COMMISSION OR COMMITTEE

Please return to: City Clerk's Office
City of Carpinteria
5775 Carpinteria Avenue
Carpinteria, CA 93013

RECEIVED
MAY 17 2019

BOARD, COMMISSION OR COMMITTEE APPLIED FOR:

APPLICANT: LAURA PETTIT
Name

BUSINESS OWNER

Address

Email

Phone Number(s)

Are you a resident of the City of Carpinteria? NO

EXPERIENCE/BACKGROUND:

Education

Fosters Freeze

Present Occupation (Please describe any relevant past work experience)

Donate to All Schools - Avocado Festival - Par Car Show

Memberships in Organizations FFA - Warriors Programs

Reasons why you believe you should be appointed (attach additional sheets if necessary):

40 years in Business Carpinteria

Please list City Commission/Committee/Board (including dates) you are currently serving on or have served on:

NONE

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THIS APPLICATION MUST BE SIGNED IN INK AND DATED

Rev. 12/7/12

Signature
Date
APPLICATION FOR APPOINTMENT
TO A CITY BOARD, COMMISSION OR COMMITTEE

Please return to: City Clerk’s Office
City of Carpinteria
5775 Carpenteria Avenue
Carpinteria, CA 93013

BOARD, COMMISSION OR COMMITTEE APPLIED FOR:


APPLICANT: Adriana Zazveta

Name

Address

Business Address

Email

Phone Number(s)

Are you a resident of the City of Carpinteria? No

EXPERIENCE/ BACKGROUND:

Same College and trade School graduate

Education

Esthetician (self employed)

Present Occupation (Please describe any relevant past work experience)

Memberships in Organizations

Reasons why you believe you should be appointed (attach additional sheets if necessary):

I love Carp and want to be apart of its growth.

I'm connected to the community through my business, and would like to be apart of bridging the gap between local business and the community.

Please list City Commission/Committee/Board (including dates) you are currently serving on or have served on:


I, the undersigned, hereby certify that all the statements contained herein above, are true and correct to the best of my knowledge and belief. I understand that false statements in my application will disqualify me from service on any Commission/Committee/Board of the City of Carpinteria. If appointed, I understand I will be responsible for filing an annual Statement of Economic Interests and fulfilling ethics training, and failure to do so in a timely manner may be cause for termination of position. This application is a public document and is available for review.

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Signature

Rev. 12/7/12