



City of
CARPINTERIA
California

2024
ISSUE 1

DTBAB NEWSLETTER



UPCOMING EVENTS

Ongoing: Representatives from the Board will do a walkabout and go door-to-door to meet you. Details about the group will be provided and contact information collected (to facilitate easier e-communications) with a request for feedback on representation in the 2024 pocket-guide map.

January 24th between 3:00 and 5:00 p.m., we will host a social and informational community forum where you will meet other business owners and have an opportunity to ask questions.

We invite you to become actively involved with us and your peers and look forward to your feedback and upcoming participation.

Warmly,
Downtown "T"
Business Advisory Board

Greetings!

As the winter season approaches and as things begin to slow down, our Board would like to introduce and reintroduce ourselves to all businesses and business owners (old and new) AND to the role Downtown "T" plays in making the business community a flourishing center of town here in Carpinteria.

We hope you will read on to learn more about:

- Who we are
- What we do
- What we are working towards
- How you can be involved
- Upcoming events/opportunities to gather

OUR HISTORY

The boundaries of the district include the Downtown "T" – areas adjacent to Linden Avenue from the Railroad to Carpinteria Avenue and from Holly Avenue to Palm Avenue. All businesses located within the district boundary are subject to the general business assessment. The business assessment fee is \$122.64 for the FY 2023-2024. **These funds are required to be exclusively used for the benefit of general business promotion and improvement within the boundaries.**

The Downtown "T" was previously known as, "The Parking and Business Improvement Area (PBIA) Assessment District No. 4" and was formed under the authority of the Parking and Business Improvement Area Law of 1979. The district has subsequently been continued pursuant to the Parking and Business Improvement Area Law of 1989 and appropriate Ordinances and Resolutions adopted by the City Council.

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OUR WORK

The Downtown “T” Business Advisory Board (DTBAB), in compliance with State regulations, is an advisory board appointed to make recommendations to the City Council on assessments and use of funds collected by the district.

Earlier this year, the Downtown “T” Advisory Board had the opportunity to welcome newly confirmed/City appointed Committee members. Reinvigorated, the committee has refined its mission.

Mission: *To make recommendations to the City Council on assessments and use of funds collected by the district; and provide strategic planning, marketing, and promotion of local businesses within the Downtown "T" to foster economic vitality.*

Downtown “T” programs include **maintenance of the street banner program, sponsorship of the Independence Day Parade, Halloween Safe Trick or Treating, the Holiday Spirit Parade, The Avocado Festival, and the Carp Chalk Walk.** Additionally, the Advisory Board evaluates other events and promotional opportunities that provide a majority exposure or benefit to businesses in the boundary.

As we gain momentum in our planning efforts, we invite you to our regularly scheduled monthly meeting held at City Hall at 5775 Carpinteria Ave. on the first Thursday of every month at 8:30 AM. All meetings are subject to the Brown Act and open to the public.

We are also looking to add to our Board in the very near future. Members can apply and are approved by the mayor and subject to the advice and consent of the City Council.

Additionally, our Board will provide continuous support and promotion of the Downtown “T” businesses. As such, we are in coordination with City staff to create a pocket-guide map that will be available in 2024 for distribution in your business and to visitors/tourists.

DOWNTOWN “T” BUSINESS ADVISORY BOARD

Lorraine McIntire

Chair & At-Large Member

Kristina Calkins

*Assessment Paying
Member*

The Lynda Fairly

Carpinteria Arts Center

Michelle Carlen

*At-Large Member
Alignment Advising*

Tina Frontado

At-Large Member

Rick Mancilla

*Assessment Paying
Member*

The Worker Bee Café

Mary Beth Radley

*Vice-Chair & Assessment
Paying Member*

Homestead Antiques &
Trading Company

CONTACT

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