



City of
CARPINTERIA
California

2024
ISSUE 2

DTBAB NEWSLETTER



Original painting by
Michelle Carlen



Lea Boyd

UPCOMING EVENTS

June 8 & 9 *Carp Chalk Walk*

Through sponsorship, DTBAB has partnered with the Lynda Fairly Carpinteria Arts Center and Muralism.org to host this-2 day free event. Everyone is encouraged to participate including business owners, the public, and guests. New this year, business logos will be created by artists on the sidewalk in front of your location, and a box of chalk will be given to each business for their customers to color in.

More info:
<https://carpinteriaartscenter.org/carpchalkwalk>

WHAT'S NEW

Congratulations To Our Newest Downtown "T" Board Members!

On March 25th at the City Council meeting, Council voted to appoint three new Board members to the DTBAB. On April 4th Brian Barret, City Clerk, administered the oath of office confirming

Louis Torres, Owner – Lantern Tree Books, Andre Jackson, Owner – Corktree Cellars, and Kevin Murphy, Owner – Murphy's Vinyl Shack. We are looking forward to growing our collaboration with the addition of these new members.

Pictured from left to right: Lorraine McIntire, *Chair*, Louis Torres, *Alternate Assessment Paying Member*, Andre Jackson, *Assessment Paying Member*, Kevin Murphy, *Alternate Assessment Paying Member*, Brian Barret, *City Clerk*



Ongoing:

DTBAB representatives will continue to go door-to-door to meet business owners and obtain contact information, specifically emails so that future communications can be digital. We look forward to meeting you!

Coming Soon- New Carpinteria Map

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. This map will debut another John Wullbrandt original art.

Monthly DTBAB Meetings

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.

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Event Recap

Thank you to those who attended the January "Meet and Greet" Forum at the Lynda Fairly Carpinteria Arts Center.

Attendees enjoyed networking & refreshments by:

The Lynda Fairly Carpinteria Arts Center, Carpinteria Community Association, Carpinteria Valley Road & City Market 15



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 DTBAB had the opportunity to welcome new City Council confirmed/appointed Committee members and embark on a reinvention and reinvention of what the committee seek to do.

Your Parking Business Improvement Assessment annually supports 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 benefit to businesses in the boundary.

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 \$12264 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.

DOWNTOWN "T" BUSINESS ADVISORY BOARD

Lorraine McIntire
Chair & At-Large Member

Kristina Calkins
Assessment Paying Member

Michelle Carlen
At-Large Member

Tina Frontado
At-Large Member

Andre Jackson
Assessment Paying Member

Rick Mancilla
Assessment Paying Member

Kevin Murphy
Alternate Assessment
Paying Member

Mary Beth Radley
Vice-Chair & Assessment
Paying Member

Louis Torres
Alternate Assessment
Paying Member

CITY STAFF LIAISON

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