



City of
CARPINTERIA
California

2024
ISSUE 3

DTBAB NEWSLETTER



Original painting by
Michelle Carlen



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. And on April 1st 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 as representatives for DTBAB. 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*

UPCOMING EVENTS

July 6th 10 AM – 2PM

Rods and Roses

The 27th annual classic car event revs up in Carpinteria drawing vehicle enthusiasts from the community and beyond. It serves as an opportunity to drive home philanthropy. Cofounder and Director Mike Lazaro states "the show creates awareness and opportunities and donates funds raised to local nonprofits.

<https://www.rodsnroses.com>

July 6th 3:30 PM

Independence Day Parade

Following the car show is Carpinteria's "world famous" small town parade featuring pillars of Carpinteria. **Note to Merchants: Decorate your store window or sidewalk with the holiday theme for a special callout by the announcers during the parade!**

<https://www.carpinteriaevents.com/carpinteria/independenceparade>

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!

New Carpinteria Downtown Merchants Map

Our Board will provide continuous support and promotion of the Downtown "T" businesses. As such, we coordinated with City staff to create a pocket guide map that is now available at the visitor kiosk at Linden Ave. and will be distributed to your business in July. This map features another John Wullbrandt original art illustration.

Monthly DTBA Meetings

Your annual PBI Assessment funds our programs. We invite you to our regularly scheduled monthly meeting held at City Hall at 5775 Carpinteria Ave. **first the Thursday of every month at 8:30 AM. All meetings are subject to the Brown Act and open to the public. JULY the group will be DARK.**

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Event Recap June 8 & 9– *Carp Chalk Walk*

Through sponsorship, DTBAB partnered with the Lynda Fairly Carpinteria Arts Center and Muralism.org to host this free event. Over 188 chalk squares were designed and created, and hundreds of participants descended around town. This year, business logos were drawn by artists on the sidewalk in front of businesses and a box of chalk will be given to each business for their customers to color in.



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.

Your Parking Business Improvement Assessment essentially supports Downtown “T” programs which include the **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.

OUR HISTORY

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

CONTACT

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