



City of Carpinteria
Downtown "T" Business Advisory Board Agenda
Thursday, March 5, 2026
Council Chamber, 5775 Carpinteria Avenue,
Carpinteria, CA 93013

8:30 AM Regular Meeting

Attendance/Viewing Options:

- Attend the in-person meeting in City Council Chambers at City Hall (5775 Carpinteria Ave.)

How to Provide Public Comments

- Provide a live public comment in City Council Chambers at City Hall (5775 Carpinteria Ave.). Please note the City has the discretion to limit the speaker's time for any meeting or agenda matter. Typically, the practice has been 3 minutes per speaker on each item.
- Submit a written comment (as either a general public comment or on a specific agenda item) to be distributed to Downtown "T" Business Advisory Board by 3 hours before the meeting begins by either submitting your comment via (1) email to PublicComment@carpinteriaca.gov, or (2) follow this link (<https://carpinteriaca.gov/city-hall/agendas-meetings>), select the meeting you want to provide a comment on, and click the Submit Comments button located on the left hand side of the agenda portal. Please reference the agenda item to which your comment pertains. Note that written comments will not be read into the record during the meeting.

Call to Order

Roll Call

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.

Agenda Modifications

The Downtown "T" Business Advisory Board may modify the regular agenda by tabling items, adding urgency items to the agenda, or changing the order in which items are considered. Changes to the Consent Calendar are considered at the time the Consent Calendar is considered.

Consent Calendar

Items on the consent calendar are considered to be routine and are normally enacted by one unanimous vote of the Downtown "T" Business Advisory Board. If you wish to speak on a consent calendar item, please do so during the public comment period provided at the beginning of this item.

1. Minutes of the regular meeting held December 4, 2025
2. Minutes of the regular meeting held February 5, 2026

New Business

3. Santa Barbara County Green Business Network

Recommendation: Receive a presentation from Kori Nielson on the Santa Barbara County Green Business Program, including certification requirements, benefits to local businesses, and potential participation opportunities within the Downtown T

4. Assessment District No. 4 Annual Report

Recommendation: Receive a verbal update on the anticipated 2026 Assessment District No. 4 Annual Report, including the Downtown T Business Advisory Board scope of duty and proposed FY 2026–2027 budget

5. 2026 Carpinteria Chalk Walk Event

Recommendation: Receive a detailed budget overview for the 2026 Carpinteria Chalk Walk Event and discuss potential event sponsorship and funding participation

6. Downtown T Visitor Map

Recommendation: Discuss projected printing quantities and distribution needs for the Downtown T Visitor Map and explore potential cost-sharing opportunities with the HOST Program to support future print runs

7. Downtown T Holiday Lights

Recommendation: Receive a presentation from Public Works staff regarding existing infrastructure constraints affecting large-scale holiday light installations within the Downtown T and discuss potential improvement strategies and funding considerations

DTBAB Member Comments

Adjournment

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk's Office at 684-5405, extension 403 or the California Relay Service at (866) 735-2929. Notification 2 business days prior to the meeting will enable the City to make reasonable arrangements for accessibility to this meeting.

This agenda was posted on March 2, 2026, in the Public Works Office, on the City Hall Public Notices Board, and on the Internet.

**CITY OF CARPINTERIA
Downtown-T Business Advisory Board
Regular Meeting Minutes
Thursday, December 4, 2025 at 8:30 am
Council Chambers, Carpinteria City Hall
5775 Carpinteria Avenue, Carpinteria, CA 93013**

CALL TO ORDER

Vice Chair Calkins called the meeting to order at 8:35 am.

ROLL CALL

Boardmembers present: Boardmember Lorraine McIntire
Boardmember Kathy Quigley
Boardmember Mary Beth Radley
Boardmember Kevin Murphy
Vice Chair Kristina Calkins

Boardmembers absent: Chair Andre Jackson

Staff members present: Stephon Downes, Management Analyst
John Ilasin, Public Works Director
Ryan Kintz, Assistant City Manager

Guest Present: Dennis Mitchell, Carpinteria Radio

PUBLIC COMMENT

Public Comment was provided by Mark Wilkinson, Santa Barbara Trails Foundation

DTBAB MEMBER COMMENT

None

CONSENT CALENDAR:

1. Motion by Member McIntire, seconded by Member Quigley, to approve the minutes of the regular meeting held November 6, 2025. Upon voice vote, the motion carried.

Agenda Modifications:

None

NEW BUSINESS:

2. Holiday Lights

Recommendation: Discuss Public Works staff capacity for installation of holiday lights and evaluate alternative installation options or approaches.

City staff presented an overview of proposed holiday lighting installations to be completed by Public Works Maintenance staff. Following discussion, the Board provided direction to proceed with warm white tree lighting along portions of Linden Avenue, three Christmas tree–style light structures in the Linden Avenue median, and holiday wreaths at the Carpinteria Avenue and Linden Avenue intersection. The Board directed that installations be completed prior to the December 13 Holiday Spirit Parade. Tree lighting will remain through the end of January, while the Christmas tree structures and wreaths may be removed after New Year's Day.

Boardmember Radley moved to approve a budget for holiday lighting and decorations in an amount not to exceed \$2,000. The motion was seconded by Boardmember Murphy and carried by voice vote.

3. DTBAB Newsletter

Recommendation: Receive an update from the Newsletter Task Force on the distribution of the latest newsletter and discuss future distribution timelines and strategies.

A brief verbal update was provided. This item will return on a future agenda to establish distribution timelines and frequency.

4. Carpinteria Valley Radio Partnership

Recommendation: Receive an update from the Carpinteria Valley Radio Partnership Task Force on the development of a detailed proposal for legal counsel review and recommendations.

Dennis Mitchell, on behalf of Carpinteria Radio, presented a formal proposal regarding promotion of the Downtown "T" via radio advertisements, including

sample audio of proposed advertisements. Assistant City Manager Ryan Kintz approved the Board proceeding with the proposal contingent upon final City Attorney review and authorization.

Following deliberation, Boardmember McIntire moved to approve the proposal in an amount not to exceed \$800. The motion was seconded by Boardmember

5. Carpinteria No Smoking Ordinance

Recommendation: Receive a verbal overview of the adopted Carpinteria No Smoking Ordinance, including requirements for posted signage, enforcement procedures, citation protocols, and applicable exceptions.

Staff provided a verbal overview and distributed copies of relevant municipal code documentation. The Board was directed to the Community Development Department for additional questions or concerns.

6. Explore Carpinteria

Recommendation: Receive an update from the Explore Carpinteria Partnership Task Force on continued DTBAB involvement and support.

Following discussion, the Board determined there were overlapping efforts between DTBAB and the Economic Vitality Committee regarding the City's partnership with Explore Carpinteria. The Board concluded it would be more effective for a DTBAB representative to attend Economic Vitality Committee meetings when Explore Carpinteria is on the agenda.

Boardmember Calkins moved to appoint Boardmember McIntire as the DTBAB representative for Economic Vitality meetings. The motion was seconded by Boardmember Radley and carried by voice vote.

DTBAB MEMBER COMMENT FOR FUTURE AGENDA

1. Update from the Newsletter Task Force
2. Downtown "T" Lights
3. Chalk Walk
4. Map Update

ADJOURNMENT

Vice Chair Calkins adjourned the meeting at 10:05 am.

Stephon Downes, Management Analyst

CITY OF CARPINTERIA
Downtown-T Business Advisory Board
Regular Meeting Minutes
Thursday, February 5, 2026 at 8:30 am
Council Chambers, Carpinteria City Hall
5775 Carpinteria Avenue, Carpinteria, CA 93013

CALL TO ORDER

Chair Jackson called the meeting to order at 8:37 am.

ROLL CALL

Boardmembers present: Boardmember Lorraine McIntire
 Boardmember Kathy Quigley
 Boardmember Mary Beth Radley
 Vice Chair Kristina Calkins
 Chair Andre Jackson

Boardmembers absent: Boardmember Kevin Murphy

Staff members present: Juliza Briones, Program Manager
 Michael Ramirez, City Manager

Guest Present: None

PUBLIC COMMENT

Public Comment were provided by Becki Norton, Carpinteria Immigrant Rights Coalition (CIRC) and Michael Ramirez, City Manager

Becki Norton of CIRC addressed the Board regarding a CIRC Business Survey Project scheduled to take place in March. She explained that CIRC will conduct surveys of more than 75 businesses in Carpinteria to assess the economic impacts of ICE/immigration enforcement activities in the community. Norton noted that a report will be presented to City Council once completed

Michael Ramirez provided an update on assessment district revenue generation efforts and discussed impacts related to the General Fund. He responded to Board questions and offered to remain available for any future questions

DTBAB MEMBER COMMENT

None

CONSENT CALENDAR:

1. The approval of the minutes for the regular meeting held December 4, 2025 were deferred due to lack of quorum. The item will return at the March 5, 2026 DTBAB meeting for consideration

Agenda Modifications:

None

NEW BUSINESS:

1. Holiday Lights

Recommendation: Evaluate the 2025 Downtown T Holiday Lights project and hold discussion to gather feedback, identify opportunities for improvement, and inform planning for future holiday lighting efforts

City Manager Michael Ramirez provided a verbal update on the capacity and restrictions related to holiday lighting in the downtown area. He noted that several community members, including Mike Lazaro, who organizes the biannual parades, have experienced limitations in electrical capacity due to aging infrastructure that does not support extensive lighting installations.

Michael Ramirez shared that findings and proposed next steps will be outlined and presented to the Board at a future meeting.

2. DTBAB Newsletter

Recommendation: Receive an update from the Newsletter Task Force on the distribution of the most recent newsletter and discuss future distribution timelines and outreach strategies

Boardmember McIntire reported that the recent newsletter was successfully produced, with Two Trumpets assisting with design and distribution through the Coastal View. Remaining copies are available. The Board discussed options for

distributing the leftover newsletters and determined that additional copies will be made available at the Library.

The Board approved a motion to produce two newsletters in 2026, to be distributed in May and November, allowing for timely promotion of community events and parades. The Newsletter Task Force will explore drop-mail options for future newsletter distribution.

3. Carpinteria Earth Day Event

Recommendation: Receive a verbal informational overview of the 2026 Carpinteria Earth Day Fair from Vice Chair Calkins

Vice Chair Calkins provided an update on the event that will be held on April 18, 2026. No action on the item was taken.

5. Downtown T Business Advisory Board Finance

Recommendation: Receive a verbal overview of the DTBAB budget status, including current expenditures, available balances, and outstanding encumbrances

Staff provided a verbal overview of current funding available. The Board discussed upcoming expenditures, including the Fourth of July Parade (noting that it will take place during the last weekend of June this year) and the map printing budget.

Additional discussion occurred regarding map printing needs. The Board requested that a motion to add HOST funding and a Map Project update be placed on the agenda for the next meeting.

6. 2026 Carpinteria Chalk Walk Event

Recommendation: Receive a presentation on the 2026 Carpinteria Chalk Walk Event and consider a potential partnership

Boardmember Calkins provided an update on the proposed Chalk Walk event, scheduled for May 16–17, 2026. She noted that in prior years the event was

primarily funded by the City; however, City funding has decreased significantly in recent years.

For 2026, the City's Grant Program awarded \$2,500 toward the event. Boardmember Calkins requested an additional \$3,000 in funding from DTBAB.

Following the update, Boardmember Calkins recused herself from the discussion due to a conflict of interest and exited the chambers.

The Board discussed the funding request, including the overall cost of the event, its economic impact on the downtown area, and how the requested amount compares to funding provided for other events, such as parades. Boardmembers expressed appreciation for the Chalk Walk event while also noting the importance of fiscal responsibility and consistency in funding decisions.

Following discussion, the Board requested that Calkins provide a detailed breakdown of event expenses at the next meeting. The Board will consider funding a portion of the event or specific items associated with the event (e.g., chalk) once additional information is received.

7. Carpinteria Valley Radio Partnership

Recommendation: Receive an update from the Carpinteria Valley Radio Partnership Task Force on advertisement efforts and progress.

The Task Force reported a total of 124 radio ads were created and are being streamed every hour at the top of the hour for all businesses. The project was reported as being successful overall.

DTBAB MEMBER COMMENT FOR FUTURE AGENDA

1. Downtown "T" Lights
2. Chalk Walk
3. Map Update

ADJOURNMENT

Chair Jackson adjourned the meeting at 10:07 am.

Stephon Downes, Management Analyst

Welcome!



What is our Mission?



Vision & Mission

The California Green Business Network envisions **thriving** local economies that contribute to a **healthy** environment and **resilient** community. We create this reality by **empowering** small businesses to lead in sustainability.

THE **GREEN ECONOMY** STARTS HERE



What we do:

- Provide technical and financial assistance to small and medium-sized businesses.
- Offer easy to use framework
- Recognize and promote businesses for their green accomplishments.
- Provide a local green marketplace for consumers and employees.

Who/How?

- CA Green Business Network
- Coordinate w Cities, Waste Haulers, & other community partners
- Funding from Local Governments and State of CA

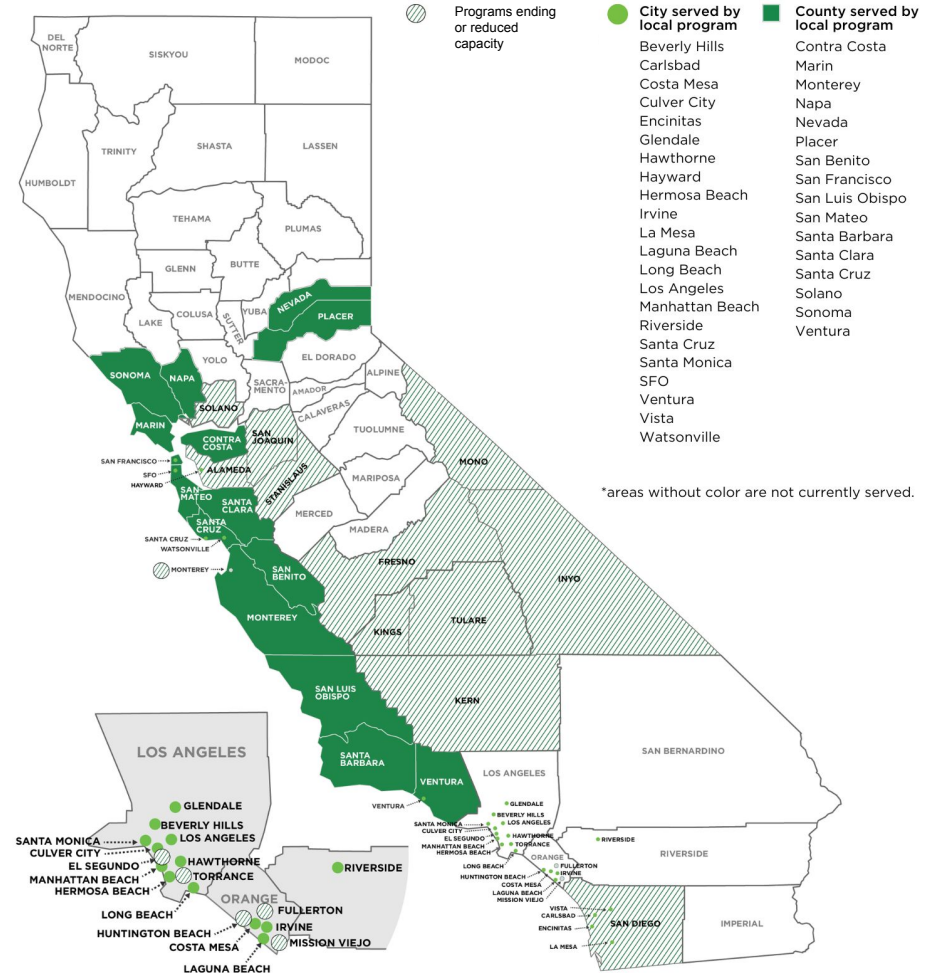
Program Partners



- City of Carpinteria
- City of Buellton*
- Carpinteria Valley Water District
- City of Goleta *
- Goleta Sanitary District
- Goleta Water District
- Goleta West Sanitary District
- MarBorg Industries *
- City of Santa Barbara *
- County of Santa Barbara Resource Recovery and Waste Management*
- County of Santa Barbara Water Agency *
- Santa Barbara County Air Pollution Control District *
- Santa Barbara South Coast Chamber of Commerce
- Santa Maria Valley Chamber of Commerce *
- SBCAG/Traffic Solutions *
- 3CREN

**You are in
GOOD COMPANY**

- 47 Green Business Programs
- Over 4,400 recognized businesses
- Over 2,000 interested businesses
- 32 business sectors
- And growing!



737

Total businesses
certified in all
categories in 2024

2,107

Number of businesses
that received technical
assistance 2024

47,255

Number of
employees reached
in 2024

In 2024 Green Businesses Reduced:



**37,986 Tons
of GHGs**

= planting 118,425 acres of
urban trees



**59 Million kWh
of Energy**

= powering 5,408 houses
for an entire year



**18,431 Tons
of Waste**

= 2,306 garbage trucks worth of
diverted waste



**106 Million Gallons
of Water**

= 2,529,840 bathtubs of fresh
drinking water





What The Process Looks Like For A Business

Certification Process

STEP 1 - Enrollment and 30 minute review

STEP 2 - Initial Walk-Through and Consultation (Free Technical Assistance)

STEP 3 - Audits from Partners (i.e. waste haulers and water districts)

STEP 4 - Implementation of Measures

STEP 5 - Final Site Visit and Verification

STEP 6 - Certification and Business Promotion!

- Usually takes 3-6 months. As little as 1 month

Recognition Levels



- First Step to Full Certification
- Basic benefits for business
- Quick certification to complete (typically 4 weeks)



- Ideal level of certification for Green Businesses
- Largest change in environmental impact
- Full benefits available to certified businesses



- Optional opportunity
- 4 add-on measures to certification level
- For sustainability leaders
- Exceptional promotion opportunities

Why Our Businesses Get Certified



It's good for the environment and saves valuable resources



Cost savings in energy, water and garbage bills



Improve employee wellness and productivity by using less toxic products



Receive promotion as environmental leaders by your city/county



Marketing edge over competition - 42% of GB reported an increase in business

Program Benefits: What do businesses get?

- Use of Green Business logo
- Window decals
- Printed wall certificate
- CA Green Business Directory listing
- Mixers & Award Ceremonies
- Free marketing & promotions.
 - Social media promotion
 - Print & Digital Advertising
 - Marketing Toolkit
- Access to rebates and funding
 - 3CREN energy incentives
- Project sponsorship opportunity



What Makes A Green Business?



Reduced Water Use
Low flow toilets and
auto-off faucets



Conserve Energy
Upgrade lighting and
equipment to save
energy



Commute Sustainably
Promote and incentivize
alternative
transportation for
employees



Prevent Pollution
Eliminate and/or
properly dispose of
harmful chemicals



Use Non-Toxic Cleaners
Use safer,
environmentally
preferable cleaning
chemicals



Avoid Waste
Eliminate unnecessary
packaging, printing, and
purchasing



Recycle Materials
Divert waste from the
landfill through reuse,
recycling and
composting



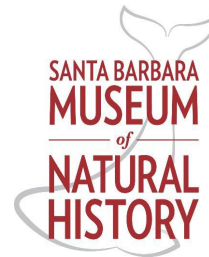
Hire Local Vendors
Working locally means
less vehicle use



Lynda Fairly Carpinteria Arts Center

- Upcoming Earth day event!
- Sustainability learning for kids
- Employee education
- Sensor light switches
- LED and solar lights
- Energy Star mini fridge

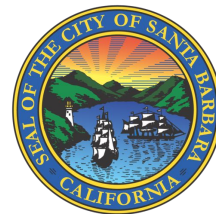
Join the Movement: Some of our Green Businesses...



CHUMASH
CASINO RESORT



THE GOOD LION
COCKTAIL BAR
SANTA BARBARA



TOAD&CO 





**Ready to be one of the first
certified Carpinteria
businesses?!**

Questions?



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