

City of Carpinteria
City Council Regular Meeting Agenda
Monday, September 22, 2014
Council Chamber, 5775 Carpinteria Avenue

5:30 p.m.

INFORMATION ABOUT CITY COUNCIL MEETINGS:

- The time at which an item on the agenda is scheduled to be heard is an estimate only. The City Council may consider and act on an agenda item in any order it deems appropriate. In addition, an item may be considered earlier or later than the Estimated Time, depending on the length of time which is devoted to other agenda items. All persons interested in an item listed on the agenda are advised to be present throughout the meeting to ensure that they are present when the item is called.
- The regular meeting will be broadcast live over Government Access Television Channel 21. The City Council meetings will be rebroadcast on Wednesdays at 8:00 p.m. and Saturdays at 5:00 p.m.
- Materials related to an Agenda item submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office at 5775 Carpinteria Avenue, Carpinteria, during normal business hours. Such documents are also available on the City of Carpinteria website at www.carpinteria.ca.us subject to staff's ability to post the documents before the meeting.
- Any written or printed material and/or exhibits presented at a City Council meeting or work session become the property of the City.
- Any information presented to the City Council by the public on any agenda item and during Public Comment using electronic media to be displayed on the overhead projector must be arranged with staff for review of materials in advance of the meeting and no later than close of business Wednesday prior to the Council meeting.
- As a courtesy to others and to avoid interference with the public address system, please refrain from using cell phones in the Council Chambers and please turn off all audible pagers and rings.
- If you wish to speak on a matter scheduled for consideration in a closed session, you will have an opportunity to address the City Council before the Council retires to its closed session deliberations.

**ESTIMATED
TIME:**

5:30 p.m. **CALL TO ORDER**

5:31 p.m. **ROLL CALL**

5:31 p.m. **PLEDGE OF ALLEGIANCE**

5:31 p.m. **INTRODUCTIONS, PROCLAMATIONS AND PRESENTATIONS**

5:32 p.m. **PUBLIC INFORMATION REPORTS AND ANNOUNCEMENTS**

5:32 p.m. **CITY MANAGER'S REPORT**

The City Manager will report to the City Council regarding various City and/or community events and/or matters of interest. There will be no City Council discussion except to ask questions or refer matters to staff; and no action will be taken unless listed on a subsequent agenda.

5:35 p.m. **PUBLIC COMMENT**

This is a time for public comments on matters not otherwise on the agenda but within the subject matter jurisdiction of the City Council. The Public Comment period is limited to 15 minutes and divided among those persons desiring to speak. No person shall speak longer than three minutes; however, the Mayor may establish shorter periods based on the time available and/or the number of persons waiting to speak. Persons wishing to speak on a specific item will be recognized at the time the agenda item is considered.

Please be aware that items on the consent calendar are considered to be routine and are normally enacted by one unanimous vote of the Council. If you wish to speak on a consent calendar item, or on a matter scheduled for consideration in a closed session at the end of the agenda, please do so during the Public Comment portion of the meeting.

The City and the City Council are not responsible for the content of statements made during the public comment period, or the factual accuracy of any such statements.

5:35 p.m. **AGENDA MODIFICATIONS:** The City Council 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.

5:50 p.m. **CONSENT CALENDAR (to be approved by roll call vote on one motion with all resolutions and ordinances as read by title only).**
Individual items may be removed and considered separately at the request of a Councilmember. Any item, which is removed from the Consent Calendar, will be added to the end of the agenda under Other Business.

1. Expenditures for the period ending September 16, 2014.
2. Minutes of the regular meeting of August 25, 2014.
3. Adopt of Resolution No. 5550, A Resolution of the City Council of the City of Carpinteria Approving an Amendment to the City's Conflict of Interest Code.
4. Authorize the purchase in the amount of \$42,233.00 to procure a prefabricated concrete 10'X12' utility building to serve as the base for the Holly Avenue Lifeguard Tower Project.

5:51 p.m. **ADMINISTRATIVE MATTERS:**

- 5:51 p.m. 5. Adoption of Resolution No. 5551, Approving the Recommendations of the City's Traffic Safety Committee Made on July 24, 2014

Recommendation: Adopt Resolution No. 5551, as ready by title only, approving the recommendations of the Traffic Safety Committee from its meeting of July 24, 2014.

Staff presenter: Charlie Ebeling, Public Works Director

- a. Staff Report
- b. Public Comment
- c. City Council Determination

- 5:52 p.m. 6. Adoption of Resolution No. 5552, Establishing a Red Curb Zone at 5103 Carpinteria Avenue; and Authorize the Removal and Relocation of the Bus Stop Located at 5085 Carpinteria Avenue to 5103 Carpinteria Avenue

Recommendation: Adopt Resolution No. 5552, as read by title only, establishing a red curb zone at 5103 Carpinteria Avenue; and authorizing the removal and relocation of the bus stop located at 5085 Carpinteria Avenue to 5103 Carpinteria Avenue.

Staff presenter: Charlie Ebeling, Public Works Director

- a. Staff Report
- b. Public Comment
- c. City Council Determination

5:53 p.m. **PUBLIC HEARING: None**

5:53 p.m. **OTHER BUSINESS:**

- 5:53 p.m. 7. Resolution No. 5549, Which Would Grant Consent to the City of Santa Barbara to Renew the Santa Barbara South Coast Tourism Business Improvement District to Operate Within the City of Carpinteria

Recommendation: Adopt a Resolution No. 5549, as read by title, thereby granting consent to the City of Santa Barbara to renew the Santa Barbara South Coast Tourism Business Improvement District in the City of Carpinteria.

Staff presenter: Dave Durflinger, City Manager

- a. Staff Report
- b. Public Comment
- c. City Council Determination

- 6:15 p.m. 8. Concha Loma Neighborhood Residential Design Guidelines

Recommendation: Receive presentation and any public comments on the Concha Loma Neighborhood Residential Design Guidelines.

Staff presenter: Shanna Farley-Judkins, Assistant Planner and Jackie Campbell, Community Development Director

- a. Staff Report
- b. Public Comment
- c. City Council Determination

- 6:30 p.m. 9. 2014 Economic Vitality Program Report

Recommendation: Receive the 2014 Annual report regarding the City's Economic Vitality Program and direct staff as determined appropriate.

Staff presenter: Kevin Silk, Assistant to the City Manager.

- a. Staff Report
- b. Public Comment
- c. City Council Determination

7:00 p.m.

COMMITTEE REPORTS, INQUIRIES AND OTHER MATTERS PRESENTED BY COUNCILMEMBERS

Informational reports from Councilmember representatives on the committees, commissions and organizations listed below. This is also an opportunity for Councilmembers to request information from staff or seek support from fellow Councilmembers for future agenda items.

1. Representatives to Regional Agencies and Committees

- a. Beach Erosion Authority for Clean Oceans and Nourishment (BEACON) (Shaw/Alt. Carty)
- b. California Joint Powers Insurance Authority (CJPIA) (Clark/Alt. Shaw)
- c. Channel Counties Division, League of California Cities (Nomura/Alt. Shaw)
- d. Santa Barbara Association of Governments (SBCAG)(Clark/Alt. Nomura)
- e. Santa Barbara County Air Pollution Control District (APCD)(Clark/Alt. Nomura)
- f. Santa Barbara Joint Housing Task Group (Carty & Shaw)
- g. Central Coast Collaborative on Homelessness (C3H) (Carty)
- h. South Coast Task Force on Youth Gangs Leadership and Executive Council (Carty & Clark)

2. Joint and Standing Committees

- a. City Council/Chamber of Commerce Board of Directors Committee (Carty & Nomura)
- b. City Council/Public Safety Committee (Clark & Shaw)
- c. City Council/School Board Committee (Stein & Carty)
- d. City Council/Utilities Committee (Stein & Nomura)
- e. City Council/First District Supervisor Committee (Stein & Carty)
- f. City Council Finance/Budget Committee (Stein & Clark)

3. Ad Hoc Committees

- a. Public Facility Site Acquisition/Development Committee (Carty & Nomura)
- b. Transportation Committee (Stein & Shaw)
- c. Labor Relations Committee (Nomura & Shaw)
- d. Legal Services Committee (Clark & Shaw)
- e. 50th Anniversary Committee (Carty & Nomura)

4. City Representatives on other Committees

- a. Community Media Access Center (Gary Dobbins)
- b. Santa Barbara Coastal Vector Control District (Ronald Hurd)

c. Santa Barbara Metropolitan Transit District (Chuck McQuary)

7:05 p.m. **ATTENDANCE OF COUNCILMEMBERS FOR FUTURE MEETINGS**

7:05 p.m. **ADJOURNMENT**

The next regular meeting to be held on **Monday, October 13, 2014** at **5:30 P.M.**, in the Council Chamber, City Hall, 5775 Carpinteria Avenue, Carpinteria, California.

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 two business days prior to the meeting will enable the City to make reasonable arrangements for accessibility to this meeting.

This agenda was posted on Wednesday, September 3, 2014, in the City Clerk's Office, on the City Hall Public Notices Board, and on the Internet.

STAFF REPORT
CITY COUNCIL MEETING
September 22, 2014

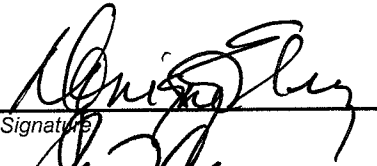
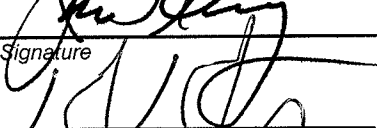
ITEM FOR COUNCIL CONSIDERATION

EXPENDITURES FOR THE PERIOD ENDING SEPTEMBER 16, 2014

Report prepared by: Monique Epley, Finance Supervisor

Reviewed by: John Thornberry,
Administrative Services Director

Reviewed by: Dave Durflinger, City Manager


Signature

Signature

Signature

STAFF RECOMMENDATION

Action Item ☐; Non-Action Item ☒

That the City Council accept this report concerning the current list of warrants pursuant to Carpinteria Municipal Code 2.08.150(F).

I. DISCUSSION

As part of each regular City Council agenda, staff prepares the attached listing of checks dispersed with staff certification that the expenditure transactions listed in the warrant register have been reviewed and are within the budgeted appropriations. Staff recommends that the City Council ratify the schedule of demands attached.

II. FINANCIAL CONSIDERATIONS

The warrant register included as an attachment is designed to communicate fiscal activity since the previous regular City Council agenda. No further action of a fiscal nature is requested as part of this report.

III. ATTACHMENT

A. Warrant Register for the period ending September 16, 2014

10:14 AM
09/17/14

CITY OF CARPINTERIA
Warrant Register
September 3 - 16, 2014

Num	Date	Name	Source Name	Memo	Account	Paid Amount
CCADJ	09/03/14			Fee ID=1044755514	1000101 · Operating Cash 10	
TOTAL				Fee ID=1044755514	1014321 · Credit Card Fees	(6.12)
						(6.12)
83819	09/03/14	A T & T MOBILITY	A T & T MOBILITY	ACCOUNT #337015224648	1000101 · Operating Cash 10	
3370152246...	08/21/14		A T & T MOBILITY	PW CELL PHONE	2531301 · Telephone 31	(115.57)
			A T & T MOBILITY	PW CELL PHONE	1013308 · Supplies & Materials 13	(14.06)
			A T & T MOBILITY	PW CELL PHONE	3332308 · Supplies & Materials 32	(14.06)
			A T & T MOBILITY	PW CELL PHONE	2531308 · Supplies & Materials 31	(84.93)
TOTAL						(228.62)
83820	09/03/14	ALL AROUND LANDSCAPE SUPPLY	ALL AROUND LAN...	INVOICE #S1748151.001	1000101 · Operating Cash 10	
S1748151.0...	08/08/14		ALL AROUND LAN...	ROW	3332225 · ROW Maintenance 32	(45.68)
TOTAL						(45.68)
83821	09/03/14	AT & T MOBILITY	AT & T MOBILITY	ACCOUNT 832685259	1000101 · Operating Cash 10	
832685259	08/21/14		AT & T MOBILITY	CODE ENFORCEMENT	1047213 · Animal Sheltering	(125.83)
			AT & T MOBILITY	CODE ENFORCEMENT	1047213 · Animal Sheltering	(72.06)
			AT & T MOBILITY	CODE ENFORCEMENT	1047213 · Animal Sheltering	(42.06)
TOTAL						(239.95)
83822	09/03/14	BALMADRID, ARLENE	BALMADRID, ARL...	CELL PHONE REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		BALMADRID, ARLE...	CELL PHONE REIMBURSEMENT	1016308 · Supplies & Materials 16	(65.00)
TOTAL						(65.00)
83823	09/03/14	BARCO PRODUCTS COMPANY	BARCO PRODUCT...	INVOICE 071401415	1000101 · Operating Cash 10	
071401415	08/20/14		BARCO PRODUCT...	DISPENSER BAGS	4863308 · Special Events Expenses	(481.85)
TOTAL						(481.85)
83824	09/03/14	BEACON	BEACON	INVOICE #15-01-0006	1000101 · Operating Cash 10	
15-01-0006	08/25/14		BEACON	BEACON FISCAL 2014-2015 MEMBERSHIP DU...	2862305 · Dues & Subscriptions 62	(9,000.00)
TOTAL						(9,000.00)
83825	09/03/14	BROWNSTEIN HYATT FARBER SCHRECK	BROWNSTEIN HYA...		1000101 · Operating Cash 10	
575345	08/22/14		BROWNSTEIN HYA...	CITY ATTORNEY OFF RETAINER	1017229 · City Attorney Off-Retainer	(16,159.50)
575340	08/22/14		BROWNSTEIN HYA...	MHR SB	1017223 · MHRs Ordinance	(1,225.50)
575341	08/22/14		BROWNSTEIN HYA...	MHR SB	1017223 · MHRs Ordinance	(85.50)
575336	08/22/14		BROWNSTEIN HYA...	LITIGATION	1017228 · Litigation	(1,254.00)
575337	08/22/14		BROWNSTEIN HYA...	LITIGATION	1017228 · Litigation	(24,610.29)
575338	08/22/14		BROWNSTEIN HYA...	LITIGATION	1017228 · Litigation	(18,228.19)

10:14 AM

09/17/14

CITY OF CARPINTERIA

Warrant Register

September 3 - 16, 2014

Num	Date	Name	Source Name	Memo	Account	Paid Amount
575339	08/22/14		BROWNSTEIN HYA...	LITIGATION	1017228 · Litigation	(2,746.50)
575342	08/22/14		BROWNSTEIN HYA...	CITY ATTORNEY RETAINER	1017220 · City Attorney Retainer	(10,000.00)
TOTAL						(74,309.48)
83826	09/03/14	CALIFORNIA STATE DISBURSEMENT UNIT	CALIFORNIA STAT...	CASE NUMBER 0850182383-01	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		CALIFORNIA STAT...	PAYROLL WITHHOLDING 09-04-14	1000105 · ICMA Cash	(330.46)
TOTAL						(330.46)
83827	09/03/14	CAMPBELL, JACQUELINE	CAMPBELL, JACQ...	CELL PHONE REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		CAMPBELL, JACQ...	CELL PHONE REIMBURSEMENT	1041308 · Supplies & Materials 41	(65.00)
TOTAL						(65.00)
83828	09/03/14	COLSON, MARY ANN	COLSON, MARY A...	WELLNESS REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		COLSON, MARY ANN	WELLNESS REIMBURSEMENT	1014194 · Wellness 14	(350.91)
TOTAL						(350.91)
83829	09/03/14	COUNCIL ON ALCOHOLISM & DRUG ABU...	COUNCIL ON ALC...	073114CALGRIP2	1000101 · Operating Cash 10	
073114CAL...	08/25/14		COUNCIL ON ALC...	CALGRIP GRANT	2000261 · Deferred Revenue 20	(12,705.73)
TOTAL						(12,705.73)
83830	09/03/14	DIAZ, JAYNE	DIAZ, JAYNE	WELLNESS REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		DIAZ, JAYNE	WELLNESS REIMBURSEMENT	1014194 · Wellness 14	(350.91)
TOTAL						(350.91)
83831	09/03/14	DRAKE HAGLAN & ASSOCIATES, INC.	DRAKE HAGLAN &...	INVOICE #12034-19	1000101 · Operating Cash 10	
12034-19	08/07/14	15016	DRAKE HAGLAN & ...	HBR GRANT	2000261 · Deferred Revenue 20	(6,855.23)
		15016	DRAKE HAGLAN & ...	HBR GRANT	2079614 · FHWA HBR 20	(6,855.22)
		15016	DRAKE HAGLAN & ...	DIF PROGRAM HIGHWAY BRIDGES & INTERC...	3100232 · DIF Highway Interchange	(888.17)
		15016	DRAKE HAGLAN & ...	DIF PROGRAM HIGHWAY BRIDGES & INTERC...	3179616 · FHWA HBR 31	(888.17)
TOTAL						(15,486.79)
83832	09/03/14	DRIGGERS, LARRY	DRIGGERS, LARRY	WELLNESS REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		DRIGGERS, LARRY	WELLNESS REIMBURSEMENT	1014194 · Wellness 14	(350.91)
TOTAL						(350.91)
83833	09/03/14	DURFLINGER, DAVID	DURFLINGER, DAV...	CELL PHONE REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		DURFLINGER, DAV...	CELL PHONE REIMBURSEMENT	1012308 · Supplies & Materials 12	(65.00)
TOTAL						(65.00)

CITY OF CARPINTERIA
Warrant Register
September 3 - 16, 2014

Num	Date	Name	Source Name	Memo	Account	Paid Amount
83834	09/03/14	EBELING, CHARLES	EBELING, CHARLES	CELL PHONE REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		EBELING, CHARLES	CELL PHONE REIMBURSEMENT	1030308 · Supplies & Materials 30	(65.00)
TOTAL						(65.00)
83835	09/03/14	EDD-SDI	EDD-SDI	776-5147-9	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		EDD-SDI	PAYROLL 09-04-14	1000223 · SDI Withheld 10	(914.92)
TOTAL						(914.92)
83836	09/03/14	EDD-SIT	EDD-SIT	932-0283-6	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		EDD-SIT	PAYROLL 09-04-14	1000221 · SIT Withheld 10	(3,940.09)
TOTAL						(3,940.09)
83837	09/03/14	FLY, JOHN	FLY, JOHN	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		FLY, JOHN	PAYROLL 09-04-14	2864164 · Part-time Wages 64	(382.93)
TOTAL						(382.93)
83838	09/03/14	FRONTADO, JOHN	FRONTADO, JOHN	WELLNESS PAYMENT	1000101 · Operating Cash 10	
	09/01/14		FRONTADO, JOHN	WELLNESS REIMBURSEMENT	1014194 · Wellness 14	(350.91)
TOTAL						(350.91)
83839	09/03/14	GARCIA, FIDELA	GARCIA, FIDELA	CELL PHONE REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		GARCIA, FIDELA	CELL PHONE REIMBURSEMENT	1011308 · Supplies & Materials 11	(65.00)
TOTAL						(65.00)
83840	09/03/14	GRAHAM, CHUCK	GRAHAM, CHUCK	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		GRAHAM, CHUCK	PAYROLL 09-04-14	2864164 · Part-time Wages 64	(1,102.02)
TOTAL						(1,102.02)
83841	09/03/14	HASLER	HASLER	7900-0110-3770-5400	1000101 · Operating Cash 10	
7900-0110-...	08/07/14		HASLER	POSTAGE	1013302 · Postage 13	(1,000.00)
TOTAL						(1,000.00)
83842	09/03/14	HIDALGO, BENNY	HIDALGO, BENNY	WELLNESS REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		HIDALGO, BENNY	WELLNESS REIMBURSEMENT	1014194 · Wellness 14	(350.91)
TOTAL						(350.91)

10:14 AM
09/17/14

CITY OF CARPINTERIA

Warrant Register

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Num	Date	Name	Source Name	Memo	Account	Paid Amount
83843	09/03/14	JFM WEB DESIGN	JFM WEB DESIGN	INVOICE 140126	1000101 · Operating Cash 10	
140126	08/25/14		JFM WEB DESIGN	QUARTERLY BASIC HOSTING TRIATHLON 2014	4863300 · Triathlon Expense	(41.85)
TOTAL						(41.85)
83844	09/03/14	JIMENEZ, ERNEST	JIMENEZ, ERNEST	WELLNESS REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		JIMENEZ, ERNEST	WELLNESS REIMBURSEMENT	1014194 · Wellness 14	(350.91)
TOTAL						(350.91)
83845	09/03/14	JOHN & COLLEEN FLOYD	JOHN & COLLEEN ...	VOID: PROJ 1114 REFUND	1000101 · Operating Cash 10	
TOTAL						0.00
83846	09/03/14	JONES, EVAN	JONES, EVAN	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		JONES, EVAN	PAYROLL 09-04-14	2864164 · Part-time Wages 64	(746.22)
TOTAL						(746.22)
83847	09/03/14	KELL, RYAN	KELL, RYAN	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		KELL, RYAN	PAYROLL 09-04-14	2864164 · Part-time Wages 64	(635.43)
TOTAL						(635.43)
83848	09/03/14	LEMERE, PATRICIA	LEMERE, PATRICIA	WELLNESS REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		LEMERE, PATRICIA	WELLNESS REIMBURSEMENT	1014194 · Wellness 14	(350.91)
TOTAL						(350.91)
83849	09/03/14	LESLIE'S POOL SUPPLIES INC	LESLIE'S POOL SU...	INVOICE #308-258358	1000101 · Operating Cash 10	
308-258358	06/27/14		LESLIE'S POOL SU...	POOL SUPPLIES	4866338 · Chemicals	(64.75)
TOTAL						(64.75)
83850	09/03/14	MCTAGUE, BRENNANDAN	MCTAGUE, BRENN...	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		MCTAGUE, BRENN...	PAYROLL 09-04-14	2864164 · Part-time Wages 64	(91.01)
TOTAL						(91.01)
83851	09/03/14	PRATHER, GARRETT	PRATHER, GARRE...	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		PRATHER, GARRE...	PAYROLL 09-04-14	2864164 · Part-time Wages 64	(94.52)
TOTAL						(94.52)
83852	09/03/14	REAL GREEN GARDENING	REAL GREEN GAR...		1000101 · Operating Cash 10	

CITY OF CARPINTERIA

Warrant Register

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Num	Date	Name	Source Name	Memo	Account	Paid Amount
JULY 2014 ...	07/31/14		REAL GREEN GAR...	BAILARD	2361306 · Bluffs Park Expense	(540.00)
			REAL GREEN GAR...	CREEK PARK	2361225 · Park Maintenance 61	(540.00)
			REAL GREEN GAR...	PROJ 4865 - LIBRARY	1000251 · Development Deposits	(75.00)
			REAL GREEN GAR...	PALM TO LINDEN TRAIL GRANT	2000261 · Deferred Revenue 20	(540.00)
			REAL GREEN GAR...	MARSH	2861225 · Marsh Park Maintenance	(450.00)
			REAL GREEN GAR...	PARKS	2361225 · Park Maintenance 61	(1,375.00)
			REAL GREEN GAR...	COASTAL TRAIL	2861225 · Marsh Park Maintenance	(360.00)
			REAL GREEN GAR...	TAR PITS	2861225 · Marsh Park Maintenance	(450.00)
			REAL GREEN GAR...	PROJ 4865 VETS HALL	1000251 · Development Deposits	(120.60)
			REAL GREEN GAR...	VTES HALL	4865309 · Misc Operating Expens...	(59.40)
			REAL GREEN GAR...	VIOLA	2361306 · Bluffs Park Expense	(720.00)
			REAL GREEN GAR...	PARKS	2361221 · Miscellaneous Contracts	(822.64)
001203	08/04/14					(6,052.64)
TOTAL						
83853	09/03/14	ROBERTS, MATTHEW	ROBERTS, MATTH...	CELL PHONE REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		ROBERTS, MATTH...	CELL PHONE REIMBURSEMENT	1069308 · Supplies & Materials 69	(65.00)
TOTAL						(65.00)
83854	09/03/14	SCHILKE, SKYLER	SCHILKE, SKYLER	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		SCHILKE, SKYLER	PAYROLL 09-04-14	2864164 · Part-time Wages 64	(604.87)
TOTAL						(604.87)
83855	09/03/14	SEUI LOCAL 620	SEUI LOCAL 620	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		SEUI LOCAL 620	PAYROLL 09-04-14	1000229 · SEIU Local 620	(146.19)
TOTAL						(146.19)
83856	09/03/14	SILK, KEVIN	SILK, KEVIN	CELL PHONE REIMBURSEMENT	1000101 · Operating Cash 10	
	09/01/14		SILK, KEVIN	CELL PHONE REIMBURSEMENT	1044308 · Supplies & Materials 44	(35.00)
TOTAL						(35.00)
83857	09/03/14	SO CA EDISON	SO CA EDISON	2-00-378-2059	1000101 · Operating Cash 10	
2-00-378-20...	08/23/14		SO CA EDISON	CIVIC CENTER	1013313 · Utility - Electric 13	(3,406.57)
			SO CA EDISON	ROW	3332313 · Utility - Electric 32	(110.84)
			SO CA EDISON	PARKING	3332313 · Utility - Electric 32	(195.00)
			SO CA EDISON	PARKS	2361313 · Utility - Electric 23	(669.95)
			SO CA EDISON	POOL	4866313 · Utility - Electric 66	(1,434.20)
			SO CA EDISON	STREET LIGHTING	2923220 · Street Lighting	(545.66)
			SO CA EDISON	BIKEWAYS	2923225 · Public Right of Way Lig...	(63.30)
TOTAL						(6,425.52)
83858	09/03/14	SOUTHERN ADVERTISING	SOUTHERN ADVE...	INVOICE I-29494	1000101 · Operating Cash 10	
I-29494	08/25/14		SOUTHERN ADVE...	POOL RESALE ITEMS	4863300 · Triathlon Expense	(787.94)
TOTAL						(787.94)

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83859	09/03/14	T. ROWE PRICE	T. ROWE PRICE	PAYROLL CONTRIBUTION - ANTHONY VEGA	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		T. ROWE PRICE	PAYROLL 09-04-14 - ANTHONY VEGA	1000105 · ICMA Cash	(50.00)
TOTAL						(50.00)
83860	09/03/14	THORNBERRY, JOHN	THORNBERRY, JO...	CELL PHONE REIMBURSEMENT - JAN 2014	1000101 · Operating Cash 10	
	09/01/14		THORNBERRY, JO...	CEL PHONE REIMBURSEMENT JAN 2014	1014308 · Supplies & Materials 14	(65.00)
TOTAL						(65.00)
83861	09/03/14	UNITED WAY OF SANTA BARBARA COUN...	UNITED WAY OF S...	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		UNITED WAY OF S...	PAYROLL 09-04-14	1000224 · United Way Payable	(20.00)
TOTAL						(20.00)
83862	09/03/14	VANTAGEPOINT TRANSFER AGENTS - 457	VANTAGEPOINT T...	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		VANTAGEPOINT T...	PAYROLL CONTRIBUTION 09-04-14	1000105 · ICMA Cash	(950.00)
TOTAL						(950.00)
83863	09/03/14	VISIBLE GRAPHICS	VISIBLE GRAPHICS	PROJECT 1696 REFUND	1000101 · Operating Cash 10	
PROJ 1696 ...	08/22/14		VISIBLE GRAPHICS	PROJ 1696 REFUND	1000251 · Development Deposits	(638.67)
TOTAL						(638.67)
83864	09/03/14	YARBROUGH, HAROLD	YARBROUGH, HAR...	PAYROLL 09-04-14	1000101 · Operating Cash 10	
PAYROLL 0...	09/03/14		YARBROUGH, HAR...	PAYROLL 09-04-14	2864164 · Part-time Wages 64	(782.03)
TOTAL						(782.03)
83865	09/03/14	EARTH SYSTEMS PACIFIC	EARTH SYSTEMS ...	INVOICE #250357	1000101 · Operating Cash 10	
250357	08/12/14	15018	EARTH SYSTEMS ...	NINTH STREET BRIDGE	4179612 · Ninth Street Ped. Bridge	(810.00)
TOTAL						(810.00)
83866	09/03/14	GRAINGER	GRAINGER	ACCT #838183929	1000101 · Operating Cash 10	
9515669464	08/12/14		GRAINGER	PW SUPPLIES	1013224 · Interior Maintenance	(152.66)
TOTAL						(152.66)
83867	09/03/14	JOY EQUIPMENT PROTECTION INC	JOY EQUIPMENT P...	INVOICE #56102	1000101 · Operating Cash 10	
56102	08/13/14		JOY EQUIPMENT P...	FIRE EXTINGUISHERS	3332221 · Miscellaneous Contract...	(660.28)
TOTAL						(660.28)

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83868	09/03/14	SO CA EDISON	SO CA EDISON		1000101 · Operating Cash 10	
2-22-684-64...	08/25/14		SO CA EDISON	STREET LIGHTS	2923210 · Traffic Signals	(29.56)
2-19-146-82...	08/27/14		SO CA EDISON	9TH STREET BTHRM	2923220 · Street Lighting	(39.99)
2-17-070-74...	08/27/14		SO CA EDISON	STREET LIGHTS	2923220 · Street Lighting	(58.79)
2-14-791-58...	08/28/14		SO CA EDISON	STREET LIGHTS	2923210 · Traffic Signals	(131.57)
2-30-652-42...	08/29/14		SO CA EDISON	SEASIDE BUILDING	4865309 · Misc Operating Expens...	(59.64)
2-32-832-75...	08/29/14		SO CA EDISON	PROJ 4865 - VETS HALL	1000251 · Development Deposits	(1,180.23)
			SO CA EDISON	VETS HALL	4865309 · Misc Operating Expens...	(581.30)
TOTAL						(2,081.08)
83869	09/03/14	STAPLES ADVANTAGE	STAPLES ADVANT...	3239372987	1000101 · Operating Cash 10	
3239372987	08/12/14		STAPLES ADVANT...	PW SUPPLIES	2531308 · Supplies & Materials 31	(292.89)
TOTAL						(292.89)
83870	09/03/14	STATEWIDE SAFETY & SIGNS INC	STATEWIDE SAFE...	INVOICE 7355/3	1000101 · Operating Cash 10	
7355/3	08/12/14		STATEWIDE SAFE...	SIGNAGE	2531308 · Supplies & Materials 31	(2,183.76)
TOTAL						(2,183.76)
83871	09/03/14	SUN COAST RENTALS	SUN COAST RENT...	INVOICE 26098	1000101 · Operating Cash 10	
26098	08/19/14		SUN COAST RENT...	EL CARRO PARK TABLES	2361221 · Miscellaneous Contracts	(315.50)
TOTAL						(315.50)
83872	09/03/14	VERIZON CALIFORNIA	VERIZON CALIFOR...	011711126512506601	1000101 · Operating Cash 10	
0117111265...	08/22/14		VERIZON CALIFOR...	OUTSIDE PD	1013308 · Supplies & Materials 13	(86.92)
TOTAL						(86.92)
83873	09/10/14	76 FLEET SERVICES	76 FLEET SERVICES	INVOICE 37952391	1000101 · Operating Cash 10	
37952391	08/31/14		76 FLEET SERVICES	VEHICLE FUEL	1013307 · Vehicle Oper & Mainten...	(41.54)
			76 FLEET SERVICES	VEHICLE FUEL	3332307 · Vehicle Oper & Mainten...	(269.71)
			76 FLEET SERVICES	VEHICLE FUEL	2531307 · Vehicle Oper & Mainten...	(103.67)
			76 FLEET SERVICES	VEHICLE FUEL	4868308 · Supplies & Materials 68	(25.03)
TOTAL						(439.95)
83874	09/10/14	A T & T	A T & T	REPLACE STALE CHECK #75216	1000101 · Operating Cash 10	
REPLACE ...	08/21/14		A T & T	REPLACE STALE CHECK #75216	1000101 · Operating Cash 10	(586.63)
TOTAL						(586.63)
83875	09/10/14	A Z AIR CONDITIONING & HEATING, INC.	A Z AIR CONDITIO...	REFUND BUS. LIC. OVERPAYMENT	1000101 · Operating Cash 10	
REFUND B...	09/10/14		A Z AIR CONDITIO...	APPLICATION FEE	1010185 · BUSINESS LICENSE A...	(32.00)
			A Z AIR CONDITIO...	BUSINESS TAX	1010122 · BUSINESS LICENSE T...	(25.00)
			A Z AIR CONDITIO...	DISABILITY ACCESS FEE	1000262 · Disability Access Fee	(1.00)

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TOTAL						(58.00)
83876	09/10/14	ACCESS CONTROL SECURITY, INC.	ACCESS CONTRO...		1000101 · Operating Cash 10	
0019651	08/12/14		ACCESS CONTRO...	VETS HALL SECURITY	4848352 · VETS HALL RENTALS	(283.50)
0019714	08/25/14		ACCESS CONTRO...	VETS HALL SECURITY	4848352 · VETS HALL RENTALS	(236.25)
TOTAL						(519.75)
83877	09/10/14	AERIOCONNECT	AERIOCONNECT	729254	1000101 · Operating Cash 10	
729254	09/01/14		AERIOCONNECT	DSL MONTHLY SERVICE CHARGE - SEPTEMB...	1018222 · Equipment Maintenance	(66.06)
TOTAL						(66.06)
83878	09/10/14	AG ENT INC	AG ENT INC		1000101 · Operating Cash 10	
14134	09/01/14		AG ENT INC	MEMORIAL PARK	2361221 · Miscellaneous Contracts	(45.00)
14132	09/01/14		AG ENT INC	EL CARRO	2361221 · Miscellaneous Contracts	(170.00)
14129	09/01/14		AG ENT INC	FIFTH ST LOT	2361221 · Miscellaneous Contracts	(45.00)
14131	09/01/14		AG ENT INC	CARP AVE LOT	2361221 · Miscellaneous Contracts	(45.00)
14115	09/01/14		AG ENT INC	POOL	2361221 · Miscellaneous Contracts	(45.00)
14130	09/01/14		AG ENT INC	YUCCA LANE	2361221 · Miscellaneous Contracts	(85.00)
TOTAL						(435.00)
83879	09/10/14	BARBER-FORD, R.E.	BARBER-FORD, R.E.	INVOICE #5014558	1000101 · Operating Cash 10	
5014558	08/21/14		BARBER-FORD, R.E.	UNIT 325	2531307 · Vehicle Oper & Mainten...	(26.86)
TOTAL						(26.86)
83880	09/10/14	BOTTENFIELD CONSTRUCTION	BOTTENFIELD CO...	ADVANCE DEPOSIT REFUND	1000101 · Operating Cash 10	
BP REFUND	09/09/14		BOTTENFIELD CO...	ADVANCE PLAN CHECK REFUND	1010188 · BLDG PLAN CHECK C...	(4,040.75)
TOTAL						(4,040.75)
83881	09/10/14	BROWNSTEIN HYATT FARBER SCHRECK	BROWNSTEIN HYA...	INVOICE #575347	1000101 · Operating Cash 10	
575347	08/22/14		BROWNSTEIN HYA...	PROJ 1649 - CASA DEL SOL	1000251 · Development Deposits	(54.00)
TOTAL						(54.00)
83882	09/10/14	CARPINTERIA VALLEY WATER DISTRICT	CARPINTERIA VAL...	AUGUST 2014 BILLING	1000101 · Operating Cash 10	
AUG 2014 B...	08/28/14		CARPINTERIA VAL...	CIVIC CENTER	1013312 · Utility - Water 13	(357.96)
			CARPINTERIA VAL...	STREETS	3332312 · Utility - Water 32	(1,759.61)
			CARPINTERIA VAL...	PARKS	2361312 · Utility - Water 23	(6,231.34)
			CARPINTERIA VAL...	POOL	4866312 · Utility - Water 66	(723.08)
			CARPINTERIA VAL...	VETS HALL	4865309 · Misc Operating Expens...	(153.16)
			CARPINTERIA VAL...	PROJ 4865 VETS HALL	1000251 · Development Deposits	(310.96)
TOTAL						(9,536.11)

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83883	09/10/14	CARPINTERIA VETERINARY HOSPITAL INC	CARPINTERIA VET...		1000101 · Operating Cash 10	
219828	08/07/14		CARPINTERIA VET...	DOG LICENSE	1047213 · Animal Sheltering	(65.00)
220253	08/14/14		CARPINTERIA VET...	DOG LICENSE	1047213 · Animal Sheltering	(25.00)
TOTAL						(90.00)
83884	09/10/14	CENTRAL COAST IMAGING SOLUTIONS	CENTRAL COAST I...	INVOICE #AR28104	1000101 · Operating Cash 10	
AR28104	09/05/14		CENTRAL COAST I...	COPIER MAINTENANCE	1018222 · Equipment Maintenance	(185.24)
TOTAL						(185.24)
83885	09/10/14	COAST AUTO PARTS, INC.	COAST AUTO PAR...	AUGUST 2014 BILLING	1000101 · Operating Cash 10	
AUG 2014 B...	08/31/14		COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(38.90)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(8.20)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	1013307 · Vehicle Oper & Mainten...	(35.47)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(141.57)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	3332225 · ROW Maintenance 32	(3.77)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(69.85)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(48.47)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(71.80)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(43.98)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(21.50)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(178.17)
			COAST AUTO PAR...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(1.21)
TOTAL						(662.89)
83886	09/10/14	COAST OFFICE TECHNOLOGY	COAST OFFICE TE...	INVOICE #4919	1000101 · Operating Cash 10	
4919	09/01/14		COAST OFFICE TE...	COMPUTER MAINTENANCE	1018220 · System Administration	(2,134.00)
TOTAL						(2,134.00)
83887	09/10/14	COASTAL VIEW NEWS	COASTAL VIEW N...		1000101 · Operating Cash 10	
44023	08/28/14		COASTAL VIEW NE...	PET ADS	1047303 · Printing & Advertising 47	(60.00)
44070	09/04/14		COASTAL VIEW NE...	FIRST FRIDAY AD	1044302 · Marketing Materials	(750.00)
44101	09/04/14		COASTAL VIEW NE...	PET ADS	1047303 · Printing & Advertising 47	(60.00)
TOTAL						(870.00)
83888	09/10/14	E-CONOLIGHT	E-CONOLIGHT		1000101 · Operating Cash 10	
734606	08/18/14		E-CONOLIGHT	LIGHTING SUPPLIES	2361221 · Miscellaneous Contracts	(247.58)
734629	08/18/14		E-CONOLIGHT	LIGHTING SUPPLIES	4865309 · Misc Operating Expens...	(225.79)
TOTAL						(473.37)
83889	09/10/14	EASY LIFT TRANSPORTATION	EASY LIFT TRANS...	INVOICE 6129	1000101 · Operating Cash 10	
6129	09/01/14		EASY LIFT TRANS...	CLAIM PER CONTRACT FOR SEPTEMBER	2734221 · Easy Lift/CART 27	(1,000.00)
TOTAL						(1,000.00)

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83890	09/10/14	FIDELITY SECURITY LIFE INSURANCE	FIDELITY SECURIT...	INVOICE #8649778	1000101 · Operating Cash 10		
8649778	08/31/14		FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1016194 · Wellness 16	(17.56)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1041194 · Wellness 41	(8.78)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1030194 · Wellness 30	(8.78)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1030194 · Wellness 30	(25.81)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1022194 · Wellness 22	(17.56)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	2531194 · Wellness 31	(25.81)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1069194 · Wellness 69	(8.78)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1051194 · Wellness 51	(16.68)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1011194 · Wellness 11	(8.78)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1069194 · Wellness 69	(25.81)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	1044194 · Wellness 44	(16.68)	
			FIDELITY SECURIT...	SEPTEMBER 2014 VISION	2531194 · Wellness 31	(8.78)	
TOTAL							(189.81)
83891	09/10/14	MARTINEZ, ANGELIC A	MARTINEZ, ANGEL...	VETS HALL REFUND	1000101 · Operating Cash 10		
VETS HALL...	09/05/14		MARTINEZ, ANGEL...	CLEANING DEPOSIT REFUND	1000231 · Veterans Building Depo...	(300.00)	
			MARTINEZ, ANGEL...	SECURITY SERVICES REFUND	4848352 · VETS HALL RENTALS	(9.50)	
TOTAL							(309.50)
83892	09/10/14	MCCORMIX CORP	MCCORMIX CORP	INVOICE #892147	1000101 · Operating Cash 10		
892147	08/15/14		MCCORMIX CORP	PW VEHICLE FUEL	3332307 · Vehicle Oper & Mainten...	(102.21)	
TOTAL							(102.21)
83893	09/10/14	MILLIMAN, INC	MILLIMAN, INC	GASB ACCESS TWO YEAR	1000101 · Operating Cash 10		
2-YR ACCE...	08/31/14		MILLIMAN, INC	GASB45 ACTUARY REPORT	1014229 · Annual Audit	(3,150.00)	
TOTAL							(3,150.00)
83894	09/10/14	MISSION UNIFORM SERVICE	MISSION UNIFORM...	AUGUST 2014 UNIFORMS	1000101 · Operating Cash 10		
AUG 2014 B...	08/31/14		MISSION UNIFORM...	UNIFORM EXPENSE	2531198 · Uniform Rental 31	(72.66)	
			MISSION UNIFORM...	UNIFORM EXPENSE	3332198 · Uniform Rental 32	(72.66)	
			MISSION UNIFORM...	UNIFORM EXPENSE	1013198 · Uniform Rental 13	(36.33)	
			MISSION UNIFORM...	UNIFORM EXPENSE	2361198 · Uniform Rental 61	(36.31)	
TOTAL							(217.96)
83895	09/10/14	MONTECITO BANK & TRUST	MONTECITO BANK...	VOID: 9259	1000101 · Operating Cash 10		
TOTAL							0.00
83896	09/10/14	MSC INDUSTRIAL SUPPLY CO. INC	MSC INDUSTRIAL ...	INVOICE 56389204	1000101 · Operating Cash 10		
56389204	08/01/14		MSC INDUSTRIAL ...	PROJ 5617 - ELECTRIC CAR STATION	1000251 · Development Deposits	(62.53)	
TOTAL							(62.53)

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83897	09/10/14	NOMURA, WADE	NOMURA, WADE	TRAVEL REIMBURSEMENT	1000101 · Operating Cash 10	
REIMBURS...	09/08/14		NOMURA, WADE	TRAVEL REIMBURSEMENT - NOMURA	1051306 · Meetings & Travel 51	(104.51)
TOTAL						(104.51)
83898	09/10/14	NORTH SPORTS	NORTH SPORTS		1000101 · Operating Cash 10	
0215173-IN	07/03/14		NORTH SPORTS	BEACH SUPPLIES	2870415 · Sailing Equipment Gran...	(612.56)
0216527-IN	08/08/14		NORTH SPORTS	BEACH SUPPLIES	2870415 · Sailing Equipment Gran...	(679.85)
TOTAL						(1,292.41)
83899	09/10/14	OSBORN, MARTIN	OSBORN, MARTIN	REFUND VETS HALL DEPOSIT	1000101 · Operating Cash 10	
VETS HALL...	09/05/14		OSBORN, MARTIN	VETS HALL REFUND	1000231 · Veterans Building Depo...	(300.00)
			OSBORN, MARTIN	SECURITY SERVICES REFUND	4848352 · VETS HALL RENTALS	(19.00)
TOTAL						(319.00)
83900	09/10/14	QUALITY DISCOUNT ICE CREAM	QUALITY DISCOUN...	INVOICE 30400129	1000101 · Operating Cash 10	
30400129	09/02/14		QUALITY DISCOUN...	POOL RESALE ITEMS	4866350 · Supplies for Resale	(16.20)
TOTAL						(16.20)
83901	09/10/14	RIVERA, GUADENCIA VELAZCO	RIVERA, GUADEN...	VETS HALL CLEANING DEPOSIT REFUND	1000101 · Operating Cash 10	
VETS HALL...	08/31/14		RIVERA, GUADEN...	VETS HALL CLEANING REFUND	1000231 · Veterans Building Depo...	(250.00)
TOTAL						(250.00)
83902	09/10/14	SALDANA, Y ADIRA	SALDANA, Y ADIRA	VETS HALL CLEANING DEPOSIT REFUND	1000101 · Operating Cash 10	
VETS HALL...	08/31/14		SALDANA, Y ADIRA	VETS HALL REFUND	1000231 · Veterans Building Depo...	(300.00)
			SALDANA, Y ADIRA	SECURITY SERVICES REFUND	4848352 · VETS HALL RENTALS	(14.25)
TOTAL						(314.25)
83903	09/10/14	SHAW, FRED	SHAW, FRED	REIMBURSEMENT	1000101 · Operating Cash 10	
REIMBURS...	09/09/14		SHAW, FRED	TRAVEL REIMBURSEMENT	1051306 · Meetings & Travel 51	(59.45)
TOTAL						(59.45)
83904	09/10/14	VENCO POWER SWEEPING INC	VENCO POWER S...	INVOICE 0044948-IN	1000101 · Operating Cash 10	
0044948-IN	08/15/14		VENCO POWER S...	STREET SWEEPING SERVICE	2531227 · Street Sweeping	(3,318.60)
TOTAL						(3,318.60)
83905	09/10/14	WIP COMMUNICATIONS, INC	WIP COMMUNICAT...	INVOICE #243574	1000101 · Operating Cash 10	
243574	08/29/14		WIP COMMUNICAT...	PHONE TREE ASSISTANCE	1018222 · Equipment Maintenance	(125.00)

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TOTAL						(125.00)
83906	09/10/14	CAL-COAST MACHINERY, INC.	CAL-COAST MACH...	INVOICE 197332	1000101 · Operating Cash 10	
197332	08/19/14		CAL-COAST MACH...	PARTS SALES	2862308 · Supplies & Materials 62	(20.96)
TOTAL						(20.96)
83907	09/10/14	CARPINTERIA VETERINARY HOSPITAL INC	CARPINTERIA VET...	INVOICE 220639	1000101 · Operating Cash 10	
220639	08/21/14		CARPINTERIA VET...	DOG LICENSE	1047213 · Animal Sheltering	(20.00)
TOTAL						(20.00)
83908	09/10/14	FIRST CALL AUTO PARTS	FIRST CALL AUTO ...	INVOICE #3693-417315	1000101 · Operating Cash 10	
3693-417315	08/15/14		FIRST CALL AUTO ...	VEHICLE MAINTENANCE	2531307 · Vehicle Oper & Mainten...	(372.60)
TOTAL						(372.60)
83909	09/10/14	LAWSON PRODUCTS INC	LAWSON PRODUC...	INVOICE 9302660425	1000101 · Operating Cash 10	
9302660425	08/13/14		LAWSON PRODUC...	GENERAL SHOP SUPPLIES	3332308 · Supplies & Materials 32	(319.67)
TOTAL						(319.67)
83910	09/10/14	PACIFIC PLUMBING SPECIALITIES	PACIFIC PLUMBIN...	INVOICE 063493	1000101 · Operating Cash 10	
063493	08/14/14		PACIFIC PLUMBIN...	CITY HALL RESTROOMS	1013224 · Interior Maintenance	(279.29)
TOTAL						(279.29)
83911	09/10/14	SANTA BARBARA COUNTY, SHERIFF'S D...	SANTA BARBARA ...	15-032	1000101 · Operating Cash 10	
15-032	08/15/14		SANTA BARBARA ...	SHERIFF OVERTIME	1021215 · Sheriff's Overtime	(858.38)
TOTAL						(858.38)
83912	09/10/14	SMARDAN HATCHER COMPANY	SMARDAN HATCH...	CUSTOMER 180	1000101 · Operating Cash 10	
S2505046 0...	08/19/14		SMARDAN HATCH...	PARKS	2862308 · Supplies & Materials 62	(27.48)
TOTAL						(27.48)
83913	09/10/14	SO CA EDISON	SO CA EDISON	2-26-504-7225	1000101 · Operating Cash 10	
2-26-504-72...	08/30/14		SO CA EDISON	STREET LIGHTS	2923210 · Traffic Signals	(30.35)
TOTAL						(30.35)
83914	09/10/14	SO CA GAS COMPANY	SO CA GAS COMP...	016-913-9500-6	1000101 · Operating Cash 10	
01691395006	08/26/14		SO CA GAS COMP ...	CIVIC CENTER	1013314 · Utility - Natural Gas	(50.41)

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TOTAL						
83915	09/10/14	STAPLES ADVANTAGE	STAPLES ADVANT...		1000101 · Operating Cash 10	(50.41)
3239897259	08/16/14		STAPLES ADVANT... PARKS		2361221 · Miscellaneous Contracts	(139.65)
			STAPLES ADVANT... PW		2531308 · Supplies & Materials 31	(75.85)
			STAPLES ADVANT... VETS HALL		4865309 · Misc Operating Expens...	(102.98)
3239897260	08/16/14		STAPLES ADVANT... POOL		4866308 · Supplies & Materials 66	(192.92)
TOTAL						(511.40)
83916	09/10/14	VERIZON CALIFORNIA	VERIZON CALIFOR...	011711128612505709	1000101 · Operating Cash 10	
0117111286...	08/25/14		VERIZON CALIFOR...	OUTSIDE PD	1013301 · Telephone 13	(86.92)
TOTAL						(86.92)
83917	09/10/14	WALLACE GROUP	WALLACE GROUP	INVOICE #37594	1000101 · Operating Cash 10	
37594	08/15/14	15018	WALLACE GROUP	9TH STREET BRIDGE	4179612 · Ninth Street Ped. Bridge	(3,855.71)
TOTAL						(3,855.71)
83918	09/10/14	A-OK POWER EQUIPMENT	A-OK POWER EQU...		1000101 · Operating Cash 10	
59313	08/18/14		A-OK POWER EQU...	ROW	2531307 · Vehicle Oper & Mainten...	(77.21)
59318	08/18/14		A-OK POWER EQU...	EQUIPMENT RENTAL	2531308 · Supplies & Materials 31	(172.75)
TOTAL						(249.96)
83919	09/10/14	BIG GREEN CLEANING COMPANY	BIG GREEN CLEA...	INVOICE #447640	1000101 · Operating Cash 10	
447640	08/18/14		BIG GREEN CLEAN...	ASH	2861225 · Marsh Park Maintenance	(288.00)
			BIG GREEN CLEAN...	5TH & 9TH	3332221 · Miscellaneous Contract...	(448.00)
			BIG GREEN CLEAN...	PARKS	2361225 · Park Maintenance 61	(192.00)
TOTAL						(928.00)
83920	09/10/14	CARPINTERIA VETERINARY HOSPITAL INC	CARPINTERIA VET...	INVOICE 221019	1000101 · Operating Cash 10	
221019	08/28/14		CARPINTERIA VET...	DOG LICENSE	1047213 · Animal Sheltering	(25.00)
TOTAL						(25.00)
83921	09/10/14	COX COMMUNICATIONS	COX COMMUNICA...	001-3011-022093901	1000101 · Operating Cash 10	
001-3011-0...	09/01/14		COX COMMUNICA...	INTERNET SERVICES	1018222 · Equipment Maintenance	(132.00)
TOTAL						(132.00)
83922	09/10/14	FIRST BANKCARD	FIRST BANKCARD		1000101 · Operating Cash 10	
0570	08/27/14		FIRST BANKCARD	MEETINGS & TRAVEL - MAKER	1030306 · Meetings & Travel 30	(390.00)
			FIRST BANKCARD	GIS COMPUTER	1070417 · Computer Hardware	(1,833.74)
1081	08/27/14		FIRST BANKCARD	PARKS	2361221 · Miscellaneous Contracts	(494.14)

CITY OF CARPINTERIA
Warrant Register
September 3 - 16, 2014

Num	Date	Name	Source Name	Memo	Account	Paid Amount
			FIRST BANKCARD	RESALE ITEMS	4864302 · Purchases for Inventory...	(212.09)
			FIRST BANKCARD	TRIATHLON	4863300 · Triathlon Expense	(149.85)
			FIRST BANKCARD	POOL	4866308 · Supplies & Materials 66	(59.97)
			FIRST BANKCARD	TRIATHLON	4863300 · Triathlon Expense	(27.44)
			FIRST BANKCARD	JG'S	4862329 · Jr. Lifeguard Expenses	(270.00)
			FIRST BANKCARD	JG'S	4862329 · Jr. Lifeguard Expenses	(52.58)
			FIRST BANKCARD	JG'S	4862329 · Jr. Lifeguard Expenses	(6.47)
			FIRST BANKCARD	JG'S	4862329 · Jr. Lifeguard Expenses	(17.24)
			FIRST BANKCARD	JG'S	4862329 · Jr. Lifeguard Expenses	(326.79)
			FIRST BANKCARD	JG'S	4862329 · Jr. Lifeguard Expenses	(253.44)
1438	08/27/14		FIRST BANKCARD	CPS TRAINING	1016228 · Employee Training	(210.00)
9739	08/27/14		FIRST BANKCARD	MEETINGS & TRAVEL	1047306 · Meetings & Travel 47	(16.12)
9259	08/27/14		FIRST BANKCARD	ROW RESTROOMS	3332225 · ROW Maintenance 32	(221.50)
TOTAL						(4,541.37)
83923	09/10/14	PRAXAIR	PRAXAIR	INVOICE #50211685	1000101 · Operating Cash 10	
50211685	08/20/14		PRAXAIR	PW SUPPLIES	2531308 · Supplies & Materials 31	(26.62)
TOTAL						(26.62)
83924	09/10/14	STAPLES ADVANTAGE	STAPLES ADVANT...		1000101 · Operating Cash 10	
3240014173	08/20/14		STAPLES ADVANT...	OFFICE SUPPLIES	1013308 · Supplies & Materials 13	(278.21)
3240014172	08/20/14		STAPLES ADVANT...	POOL	4866308 · Supplies & Materials 66	(66.84)
3240084704	08/21/14		STAPLES ADVANT...	VETS HALL	4865309 · Misc Operating Expens...	(208.80)
			STAPLES ADVANT...	PARKS	2361221 · Miscellaneous Contracts	(86.20)
			STAPLES ADVANT...	PW	2531308 · Supplies & Materials 31	(86.20)
			STAPLES ADVANT...	CIVIC CENTER	1013308 · Supplies & Materials 13	(88.30)
TOTAL						(814.55)
83925	09/10/14	VERIZON CALIFORNIA	VERIZON CALIFOR...	011711114323800406	1000101 · Operating Cash 10	
0117111143...	08/28/14		VERIZON CALIFOR...	CIVIC CENTER	1013301 · Telephone 13	(958.32)
			VERIZON CALIFOR...	PW	2531301 · Telephone 31	(42.73)
			VERIZON CALIFOR...	BEACH	2862301 · Telephone 62	(120.80)
			VERIZON CALIFOR...	POOL	4866301 · Telephone 66	(235.25)
			VERIZON CALIFOR...	BEACH CONCESSION	2864308 · Supplies & Materials 64	(113.71)
TOTAL						(1,470.81)
83926	09/10/14	CA STATE CONTROLLER	CA STATE CONTR...	AUDIT LISTING FEE 2014	1000101 · Operating Cash 10	
AUDIT FEE	09/02/14		CA STATE CONTR...	2014 AUDIT LISTING FEE	1014229 · Annual Audit	(100.00)
TOTAL						(100.00)
83927	09/11/14	MAKER, ERIN	MAKER, ERIN	TRAVEL PER DIEM	1000101 · Operating Cash 10	
TRAVEL PE...	09/11/14		MAKER, ERIN	CASQA ANNUAL CONFERENCE	1030306 · Meetings & Travel 30	(394.00)
TOTAL						(394.00)

**City of Carpinteria
City Council Minutes
Regular Meeting
Council Chambers
Monday, August 25, 2014**

CALL TO ORDER

Mayor Stein called the meeting to order at 4:00 p.m.

ROLL CALL

Councilmember Al Clark, Councilmember Wade Nomura, Vice Councilmember Fred Shaw, Mayor Gregg Carty, and Mayor J. Bradley Stein were present. City Manager Dave Durflinger, City Attorney Peter Brown, Attorney Jeffrey Dinkin, and Human Resources Director Arlene Balmadrid were also present.

PUBLIC COMMENT ON CLOSED SESSION: None

CLOSED SESSION

Mayor Stein announced that the City Council would temporarily adjourn to a Closed Session for the purpose of the following item:

CLOSED SESSION

- a. Public Employee Performance Evaluation – Government Code Section 54957

Title: City Manager Dave Durflinger

- b. Conference with Labor Negotiator(s) – Government Code Section 54957.6

City Negotiator(s): Arlene Balmadrid, Human Resources Director, Dave Durflinger, City Manager, Jeffrey Dinkin, Attorney

Employee Organization: Service Employees International Union (SEIU) Local 620

TEMPORARY ADJOURNMENT TO CLOSED SESSION

The City Council recessed to Closed Session at 4:01 p.m.

CALL BACK TO ORDER

The meeting was called to order by Mayor Stein at 5:30 p.m.

CLOSED SESSION REPORT

Attorney Jenna Shoaf announced there were no reportable actions from the Closed Sessions items listed above.

ROLL CALL

Councilmembers present:

Councilmember Al Clark
Councilmember Wade Nomura
Councilmember Fred Shaw
Vice Mayor Gregg Carty
Mayor J. Bradley Stein

Staff members present:

Dave Durlinger, City Manager
Attorney Jenna Shoaf
Fidela Garcia, City Clerk
Brian C. Barrett, Management Analyst
Fire Chief Mike Mingee
Matt Meachler, Civil Engineer
Charlie W. Ebeling, Director of Public Works/City Engineer
Erin Marker, Environmental Coordinator
Jackie Campbell, Community Development Director
Matt Roberts, Parks and Recreation Director
John Thornberry, Administrative Services Director

PLEDGE OF ALLEGIANCE

All present were led in the salute to the flag by Mayor Stein.

INTRODUCTIONS, PROCLAMATIONS AND PRESENTATIONS

1. Presentation of a Proclamation to the Santa Barbara Public Library recognizing the Month of September 2014 as Adult Literacy Month.

Mayor Stein presented a proclamation to Beverley Schwartzberg, Adult Literacy Coordinator, and Jane Swain and Lucy Stevenson from the Santa Barbara Public Library System, recognizing the month of September 2014 as Adult Literacy Month. Mrs. Schwartzberg thanked the City Council for its recognition and spoke regarding the programs offered at the library, including adult literacy programs and the Fifth Scrabble

for Literacy event on September 19 in Santa Barbara. Mayor Stein also recognized Branch Library Tara O'Reilly.

2. Presentation of Cox Conserves Heroes Awards to finalists Andrea Adams-Morten and Rebecca Claassen.

Arlene Tendick, Community Relations representing Cox Communications, stated that Cox Conserves Heroes is a partnership between Cox Communications and the Trust for Public Land to honor community volunteers for work done to protect and preserve the land and open space. She noted that the finalists would select a non-profit organization of their choosing to receive a monetary award in the amount of \$10,000 for the first place winner and \$5,000 for the runner-up. She stated that Ms. Adams-Morten selected the Santa Barbara Botanic Garden, and Ms. Claassen selected the Environmental Defense Center.

Mayor Stein presented Certificates of Commendation to Andrea Adams-Morten and Rebecca Claassen. Annette Hurtado, representing Assemblymember Das Williams, presented Certificates of Recognition. Ms. Tendick presented Certificates of Recognition on behalf of Congressman Lois Capps, State Senator Hannah-Beth Jackson, and County Supervisor Salud Carbajal.

Ms. Tendick announced that Rebecca Claassen was selected as the Cox Conserves Hero.

The City Council recessed to a break at 5:45 p.m. for a photo opportunity with the recipients of the Cox Conserves Heroes award.

The City Council reconvened at 5:53 p.m.

PUBLIC INFORMATION REPORTS AND ANNOUNCEMENTS: None

CITY MANAGER'S REPORT

- Classes have begun for the Carpinteria Union School District. Reminder to drivers to be aware of school zone speed limits and to be attentive to pedestrians and bicyclists, and for parents to remind their children regarding pedestrian and bicycle safety.
- Utilities Committee meeting on August 28 at 3:00 p.m. in the Council Chambers.
- Architectural Review Board meeting on August 28 at 5:30 p.m. in the Council Chambers.
- Lifeguard services ends after Labor Day weekend.
- Large and dangerous surf conditions expected August 26 through 28. The swim platforms have been removed as a precautionary measure.

PUBLIC COMMENT

Rhonda Gutierrez, representing Carpinteria Valley Water District, provided an update regarding the drought and water conservation efforts.

Harry Manuras thanked the three returning Councilmembers for committing to four more years of services.

Mayor Stein thanked the community, City staff, and City Boards and Commissions for their support.

AGENDA MODIFICATIONS: None

CONSENT CALENDAR

It was moved by Councilmember Nomura, seconded by Councilmember Clark, to approve the Consent Calendar.

Upon voice vote, motion carried unanimously, with Councilmember Shaw abstaining from the minutes of July 28, 2014.

3. Minutes of the regular meetings held July 14, and July 28, 2014.
4. Expenditures for the period ending August 19, 2014.

ADMINISTRATIVE MATTER(S): None

PUBLIC HEARING:

5. Annual Review of Fire Protection Mitigation Fee Program and Fee Adjustment

Recommendation: Approve and adopt Resolution No. 5545, as read by title only, Updating the Fire Protection Mitigation Fee Schedule for Development, and Approving and Accepting the Carpinteria Summerland Fire Protection District's Annual Report.

Brian C. Barrett, Management Analyst, provided introductory remarks.

Fire Chief Mike Mingee presented the report and PowerPoint presentation.

Mayor Stein opened the Public Hearing at 6:08 p.m.

There were no Public Comments.

Mayor Stein closed the Public Hearing at 6:08 p.m.

It was moved by Councilmember Shaw, seconded by Councilmember Clark, to adopt Resolution No. 5545, as read by title only, approving the updated the Fire Protection Mitigation Fee Schedule for Development, and approving and accepting the Carpinteria Summerland Fire Protection District's Annual Report and updating the City's Master Facilities Plan.

Upon voice vote, motion carried unanimously.

OTHER BUSINESS:

6. Authorization and Award to Toro Enterprises Incorporated for Construction of City Maintenance Project Number 15068, Carpinteria Avenue/Casitas Pass Road Pavement Rehabilitation Project

Recommendation:

- a. Find El Toro Enterprises Incorporated's, bid responsive and authorize the Mayor to sign the contract with Toro, the lowest responsible bidder, subject to meeting all mandatory contract document requirements for the construction of City Maintenance Project Number 15068, Carpinteria Avenue/Casitas Pass Road Pavement Rehabilitation Project; and
- b. Approve a Project Budget of \$1,015,912.05.

Matt Meachler, Civil Engineer, presented the staff report and PowerPoint presentation.

Mayor Stein inquired whether staff had contacted the utility companies to ensure they do not have work planned that would require digging up the newly paved road. Charlie Ebeling, Public Works Director, responded that the Public Works Department was in the process of drafting a Trench Cut Ordinance that would provide for a warranty for utility work done in the pavement.

The City Council discussed making the Trench Cut Ordinance a priority and ensuring that repaved pavement cuts do not look like a patch.

George Lehtinen inquired whether the stretch of road between Santa Ynez Avenue and where the previous slurry sealed project started could be added to the scope of work. Mr. Ebeling responded that it was too late to add additional work to this particular project as it had already gone through the bidding and award process, and if work were to be added to a particular contract the City could receive protests and perhaps legal action from other contractors.

Richard Weinburg noted that the City was about to enter into replacing the bridge that will require use by heavy vehicles on Carpinteria Avenue and Casitas Pass Road. He expressed concern with spending money to repair roads due to the upcoming bridge

projects and then having to repair newly paved roads two years later. He inquired whether funding for this project could be used to work on other streets that are in disrepair and then do this construction when the bridge project is completed. Mr. Meachler stated the Pavement Management Program showed this road is currently deteriorating and the longer the City waits to repair it the more it will cost to repair. He noted that this segment of road would require four-inch dig-outs. Mr. Ebeling added that Joe Reary from Pavement Engineering also prepared the plans and specifications and the estimate for this project, and the City Council had previously concurred with Mr. Reary's recommendations. He noted that the project cost would increase if the project were to be delayed.

It was moved by Councilmember Clark, seconded by Councilmember Nomura, to find El Toro Enterprises Incorporated's bid responsive and authorize the Mayor to sign the contract with Toro, the lowest responsible bidder, subject to meeting all mandatory contract document requirements for the construction of City Maintenance Project Number 15068, Carpinteria Avenue/Casitas Pass Road Pavement Rehabilitation Project; and approve a Project Budget of \$1,015,912.05.

Upon voice vote, motion carried unanimously.

7. Authorization and Award to J&H Engineering for Construction of City Maintenance Project Number 15018, Ninth Street Pedestrian Bridge Replacement Project

Recommendations:

- a. Find J&H Engineering's bid responsive and authorize the Mayor to sign the contract with J&H Engineering, the lowest responsible bidder, subject to meeting all mandatory contract document requirements for construction of City Maintenance Project Number 15018, Ninth Street Pedestrian Bridge Replacement Project; and
- b. Approve a Project Budget of \$274,372.97.

Matt Meachler, Civil Engineer, presented the staff report and PowerPoint presentation.

Vice Mayor Carty inquired how much higher the bridge needed to be raised to meet flood control standards. Public Works Director Charlie Ebeling responded that that the bridge would be raised approximately six inches and will include an arch on the bridge.

Mayor Stein read Miguel Checca's comment requested that closed bridge signage be located on the intersection of Seventh Street and Ninth Street for the benefit of pedestrians.

Motion by Councilmember Shaw, seconded by Councilmember Nomura, to find J&H Engineering's bid responsive and authorize the Mayor to sign the contract with J&H Engineering, the lowest responsible bidder, subject to meeting all mandatory contract document requirements for construction of City Maintenance Project Number 15018, Ninth Street Pedestrian Bridge Replacement Project; and approve a Project Budget of \$274,372.97.

Upon voice vote, motion carried unanimously.

8. Electric Vehicle Charging Station Installation Agreement

Recommendation: That the City Council authorize the City Manager to sign the Central Coast Charge Ahead Project Approval to proceed with ABM for installation of two dual-port vehicle charging stations and related equipment and services.

Erin Marker, Environmental Coordinator, presented the staff report.

Mayor Stein inquired regarding the turnover for vehicles charging at the charging station. Ms. Marker stated that the City Council had previously expressed interest in increasing the fee structure to charge a higher fee when a vehicle is left at the charging station after it is fully charged.

Councilmember Shaw inquired whether signal-boosting antennas needed to be installed in a specific location at Parking Lot No. 1. Ms. Marker responded that ABM would determine the best location after their site visit.

Vice Mayor Carty inquired whether the charging stations would work on all electric vehicles. Ms. Marker responded that the charging stations would work for all newer model electric vehicles.

Councilmember Nomura expressed support for the proposed increased fees system.

There were no Public Comments.

Motion by Councilmember Carty, seconded by Councilmember Nomura, to authorize the City Manager to sign the Central Coast Charge Ahead Project Approval to proceed with ABM for installation for two dual-port vehicle charging stations and related equipment and services.

Upon voice vote, motion carried unanimously.

9. Work Program Status Report

Recommendation: Receive the report and direct the City Manager as determined appropriate concerning Work Program items and priorities.

Dave Durflinger, City Manager, provided introductory remarks.

Jackie Campbell, Community Development Director, provided an update on the Community Development Department's Work Program.

Charlie Ebeling, Public Works Director, provided an update on the Public Works Department's Work Program.

Matt Roberts, Parks and Recreation Director, provided an update on the Parks and Recreation Department's Work Program.

John Thornberry, Administrative Services Director, provided an update on the Administrative Services Department's Work Program.

Mr. Durflinger provided an update on the General Government's Work Program.

Vice Mayor Carty inquired whether the City should do more for emergency preparedness. Councilmember Nomura suggested bringing in field experts to make a presentation and identify items specific to the area. Mr. Durflinger suggested Emergency Services Coordinator Julie Jeakle could provide an update.

Vice Mayor Carty suggested the City explore rebranding local hotels to a higher brand level.

COMMITTEE REPORTS, INQUIRIES AND OTHER MATTERS PRESENTED BY COUNCILMEMBERS: None

ATTENDANCE OF COUNCILMEMBERS FOR FUTURE MEETINGS

ADJOURNMENT

The meeting was adjourned at 7:45 p.m. by Mayor Stein.

J. Bradley Stein, Mayor

ATTEST:

Fidela Garcia, CMC, City Clerk

STAFF REPORT
CITY COUNCIL MEETING
September 24, 2012

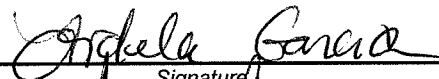
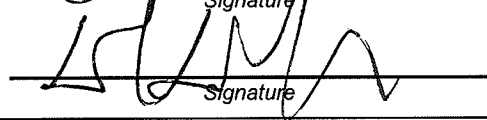
ITEM FOR COUNCIL CONSIDERATION:

Resolution No. 5550, Amending the City's Conflict of Interest Code

Report prepared by: Fidela Garcia

Department: General Government

Reviewed by : Dave Durflinger, City Manager


Signature

Signature

STAFF RECOMMENDATION:

Action X Non-Action ____

That the City Council Adopt Resolution No. 5550, Approving an Amendment to the City's Conflict of Interest Code.

Sample Motion: I move to adopt Resolution No. 5550, as read by title only, Approving an Amendment to the City's Conflict of Interest Code.

I. BACKGROUND/DISCUSSION:

The Government Code requires a biennial review of the City's Conflict of Interest Code (Code) and a report to the City Council. The City Attorney has reviewed the Code and determined that an amendment is required. The City last amended its Code in 2012 by Resolution No. 5409. Since that revision, two new positions have been added to the organization. An amendment to the Code is appropriate and will add two new employee positions of Civil Engineer and Engineering Technician.

Government Code Section 87300 et seq. requires every agency to adopt a Conflict of Interest Code that lists positions of officials and employees who must provide required financial information and indicates the types of economic interests that must be reported. Resolution No. 5550 accurately designates all positions that make or participate in making governmental decisions that may foreseeably have a material effect on his/her financial interest and requires full disclosure for all designated

positions, including investments, business positions, interests in real property, and sources of income, including gifts, loans, and travel payments.

II. FINANCIAL CONSIDERATIONS:

This item does not require an expenditure of funds.

III. ATTACHMENTS:

- A Letter from City Attorney dated September 16, 2014
- B Resolution No. 5550

ATTACHMENT A

September 16, 2014

Jena R. Shoaf
Associate
805.882.1427 tel
805.965.4333 fax
jshoaf@bhfs.com

VIA E-MAIL

City Council
City of Carpinteria
5775 Carpinteria Avenue
Carpinteria, CA 93013

RE: 2014 Conflict of Interest Biennial Notice

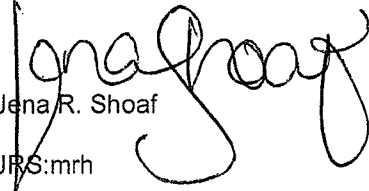
Dear Members of the City Council:

Our office acts as City Attorney for the City of Carpinteria ("City"). The City recently received the 2014 Conflict of Interest Code Biennial Notice asking it to report any changes to its Conflict of Interest Code.

We have reviewed the Code and determined that an amendment is required. Specifically, the City needs to add the new employee positions of Civil Engineer and Engineering Technician. No other changes to the Conflict of Interest Code are required or have been made.

Enclosed please find a completed copy of the 2014 Local Agency Biennial Notice, the City's entire Conflict of Interest Code showing the changes in the strikeout/underscore format, and a declaration by the Chief Executive Officer. Should you have any questions about this matter, please feel free to contact me.

Very truly yours,


Jena R. Shoaf
JRS:mrh

Enclosures

cc: Peter N. Brown

1020 State Street
Santa Barbara, CA 93101-2711
main 805.963.7000

035444\0028\11567891.2

ATTACHMENT B

RESOLUTION NO. 5550

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARPINTERIA
APPROVING AN AMENDMENT OF ITS CONFLICT OF INTEREST CODE**

WHEREAS, the Political Reform Act, Government Code section 81000 *et seq.*, requires each state and local government agency to adopt and promulgate a conflict of interest code; and

WHEREAS, the City may amend its conflict of interest code pursuant to sections 87303 and 87306 of the Government Code; and

WHEREAS, the Fair Political Practices Commission has adopted a regulation, 2 California Code of Regulations section 18730, which contains the terms of a standard conflict of interest code; and

WHEREAS, section 18730 may be incorporated by reference to constitute the amendment of a conflict of interest code within the meaning of Government Code section 87306; and

WHEREAS, section 18730 may be amended by the Fair Political Practices Commission to conform to amendments in the Fair Political Reform Act after public notice and hearings; and

WHEREAS, the Fair Political Practices Commission requires that the City review its conflict of interest code every other year and make amendments as are necessary; and

WHEREAS, the City has reviewed its conflict of interest code and desires to update the list of designated officials and employees.

NOW, THEREFORE, THE CARPINTERIA CITY COUNCIL HEREBY RESOLVES AS FOLLOWS:

1. The Carpinteria City Council adopts, as its conflict of interest code, (i) the terms of 2 California Code of Regulations section 18730 and any amendments to it duly adopted by the Fair Political Practices Commission, which are hereby incorporated by reference, (ii) the attached Appendix A-1 (designated officials and employees), and (iii) the attached Appendix A-2 (disclosure categories).

2. Designated employees shall file statements of economic interests with the City of Carpinteria, which shall make the statements available for public inspection and reproduction in accordance with Government Code section 81008.

3. The Carpinteria City Council authorizes the City Manager, Dave Durflinger, to sign the 2014 Local Agency Biennial Notice, attached hereto as Appendix A-3.

PASSED, APPROVED AND ADOPTED this 22nd day of September, 2014, by the following called vote:

AYES: COUNCILMEMBER:

NOES: COUNCILMEMBER:

ABSENT: COUNCILMEMBER:

ABSTAIN: COUNCILMEMBER:

Mayor, City of Carpinteria

ATTEST:

City Clerk, City of Carpinteria

Fidela Garcia

I hereby certify that the foregoing resolution was duly and regularly introduced and adopted at a regular meeting of the City Council of the City of Carpinteria held the 22nd day of September, 2014.

City Clerk, City of Carpinteria

Fidela Garcia

APPROVED AS TO FORM:

City Attorney

Peter N. Brown

APPENDIX A – 1

DESIGNATED OFFICIALS AND EMPLOYEES

General Government	Categories
City Clerk	1, 2, 3, 4, 5, 6
Assistant to the City Manager	1, 2, 3, 4, 5, 6
Volunteer and Emergency Services Coordinator	1, 2, 3, 4, 5, 6
Public Works Director/City Engineer	1, 2, 3, 4, 5, 6
<u>Civil Engineer</u>	<u>1, 2, 3, 4, 5, 6</u>
Management Analyst	1, 2, 3, 4, 5, 6
Public Works Supervisor	1, 2, 3, 4, 5, 6
Environmental Coordinator	1, 2, 3, 4, 5, 6
<u>Engineering Technician</u>	<u>1, 2, 3, 4, 5, 6</u>
Administrative Services Director	1, 2, 3, 4, 5, 6
Human Resources Administrator/Risk Manager	1, 2, 3, 4, 5, 6
Finance Supervisor	1, 2, 3, 4, 5, 6
Parks and Recreation Director	1, 2, 3, 4, 5, 6
Community Development Director	1, 2, 3, 4, 5, 6
Building Inspector	1, 2, 3, 4, 5, 6
Code Compliance Supervisor	1, 2, 3, 4, 5, 6
Senior Planner	1, 2, 3, 4, 5, 6
Associate Planner	1, 2, 3, 4, 5, 6
Assistant Planner	1, 2, 3, 4, 5, 6
 Consultants	
City Attorney's Office	1, 2, 3, 4, 5, 6
Other Consultants ¹	1, 2, 3, 4, 5, 6
 Other	
Mobile Home Park Rent Stabilization Board Members	1, 2, 3, 4, 5, 6
Architectural Review Board Members	1, 2, 3, 4, 5, 6
Parking and Business Improvement Area Advisory Board Members	1, 2, 3, 4, 5, 6
Carpinteria First Committee Members	1, 2, 3, 4, 5, 6

Note: City Council Members, City Manager, City Treasurer, and the Planning Commissioners are required to file Conflict of Interest Statements pursuant to Government Code Section 87200, et seq.

¹Consultants are considered to be "designated employees." However, the City Manager may determine in writing that a particular consultant, although in a "designated position," performs a limited range of duties and should not be required to fully comply with the disclosure requirements described in this section. Such written determination shall include a written description of the consultant's duties and, based upon that description, a statement of the extent of the disclosure requirements. The City Manager's determination is a public record and shall be retained for public inspection in the same manner and location as this Conflict of Interest Code.

APPENDIX A – 2

DISCLOSURE CATEGORIES

Category 1: Interests in real property located within the jurisdiction of the City,² including any leasehold, beneficial or ownership interest or option to acquire such interest in real property.

Category 2: Business positions or investments in or income from persons or businesses which have an interest in real property in the City or which are engaged in the appraisal, acquisition, or disposal of real property within the jurisdiction of the City.

Category 3: Business positions or investments in business entities and income from any source doing business within the City or having done business within the City during the two years prior to the date of the disclosure statement.

Category 4: Business positions or investments in business entities or income from any source, if the business entities or sources of income are of the type which are subject to the regulation or supervision of the City, including, but not limited to, the issuance or granting of franchises, building permits or other use or business permits or any other land use control or regulation.

Category 5: Business positions or investments in business entities contracting with, or selling to, the City, or which foreseeably will contract with or sell to the City.

Category 6: Business positions or investments in business entities and income from any sources, if:

- a) The business entities or sources of income have filed a claim, or have a claim pending against the City; and
- b) The designated employee's duties involve the handling or processing of such claim.

²Real property is located within the jurisdiction of the City if any part of the property is located within or not more than two miles outside the boundaries of the City, or within two miles of any land owned or used by the City.

2014 Local Agency Biennial Notice

Name of Agency: City of Carpinteria

Mailing Address: 5775 Carpinteria Avenue, Carpinteria, CA 93013

Contact Person: Fidela Garcia, City Clerk Phone No: (805) 684-5405

E-Mail: fidelag@ci.carpinteria.ca.us

Accurate disclosure is essential to monitor whether officials have conflicts of interest and to help ensure public trust in government. The biennial review examines current programs to ensure that the agency's code includes disclosure by those agency officials who make or participate in making governmental decisions.

This agency has reviewed its conflict of interest code and has determined that (check one box):

☒ **An amendment is required. The following amendments are necessary:**

(Mark all that apply.)

- Include new positions (including consultants) that must be designated
- Revise disclosure categories
- Revise the titles of existing positions
- Delete positions that no longer make or participate in making governmental decisions
- Other (describe) _____

☐ **The code is currently under review by the code reviewing body.**

☐ **No amendment is required.** (If your code is more than five years old, amendments may be necessary.)

Verification

This agency's conflict of interest code accurately designates all positions that make or participate in the making of governmental decisions. The disclosure categories assigned to those positions accurately require the disclosure of all investments, business positions, interests in real property, and sources of income that may foreseeably be affected materially by the decisions made by those holding designated positions. The code includes all other provisions required by Government Code Section 87302.

Signature of Chief Executive Officer

Date

Complete and return this notice regardless of how recently your code was approved or amended. Please return this notice no later than **October 1, 2014**, or by the date specified by your agency, if earlier, to:

(PLACE RETURN ADDRESS OF THE CODE REVIEWING BODY HERE)

City Council, City of Carpinteria, 5775 Carpinteria Avenue, Carpinteria, CA 93013

PLEASE DO NOT RETURN THIS FORM TO THE FPPC

STAFF REPORT
COUNCIL MEETING DATE:
September 22, 2014

ITEM FOR COUNCIL CONSIDERATION:

Authorize the purchase in the amount of \$42,233.00 to procure a prefabricated concrete 10' x 12' x 8' utility building to serve as the base for the Holly Avenue Lifeguard Tower Project.

Report prepared by:
Matthew Roberts, Parks and Recreation Director

Reviewed by:
Dave Durflinger, City Manager


Signature

Signature

STAFF RECOMMENDATION:

Action Item: ☒ **Non action item:** ☐

Staff recommends the Carpinteria City Council;

Authorize the City Manager to issue a Purchase Order to procure a prefabricated concrete utility building for use as the base for the Holly Avenue Lifeguard Tower Project in the amount of \$42,233.00.

Sample Motion: I move to authorize the City Manager to issue a Purchase Order in the amount of \$42,233.00 to procure a 10' x 12' x 8' utility building for the Holly Avenue Lifeguard Tower Project.

I. BACKGROUND/DISCUSSION:

The Holly Avenue Lifeguard Tower replacement project was issued a CDP by the Carpinteria Community Development Department on April 29, 2014. The project was delayed until after the summer of 2014 so that the construction would not interfere with the seasonal ocean lifeguard service.

The proposed new lifeguard tower design is similar to the existing lifeguard tower at Ash Avenue and will replace the existing lifeguard tower located on the beach at Holly Avenue. The design incorporates a 10' x 12' x 8' utility building as its base and storage

area. The upper kiosk component of the tower will be custom built from common building materials and serve to protect the lifeguard from exposure. The existing tower is the oldest of the City towers and updating is desirable to improve public service and safety. When completed, the new lifeguard tower will provide for additional storage for rescue gear and improved surf zone observation. In order to construct the approved design, the specified precast utility building must be purchased.

The proposed improvement will be built no farther seaward than the existing lifeguard facility. The proposed lifeguard tower's observation deck is about 3 feet higher than the existing deck allowing for improved surveillance of the surf zone by lifeguards. This is a critical improvement as under current conditions many beach goers are using shade structures that can block the lifeguard's view of the surf zone.

The utility building will include corrosion resistant fiberglass 6068 double entry doors to allow the interior space to be usable storage area. The storage space is of a size to allow the storage of lifeguard rescue paddle boards that are eleven to twelve feet long, spine stabilization backboards to be readily available to beach rescue personnel, an all terrain wheel chair to be made available on request to less agile beach visitors, and other equipment.

The specific price quote for the utility building has been tendered that includes unique specifications as required by the City for durability in a marine environment and for the attachment of railings. The price also includes trucking and crane placement. The price quote is \$42,233.00.

II. POLICY:

The project may be found to be consistent with the City's General Plan / Local Coastal Plan with reference to the following policies;

OSC-14a. Increase coastal and recreational access for all segments of the population, including the disabled and elderly, while protecting natural resources, particularly environmentally sensitive habitat areas.

OSC-14c. Increase opportunities for ocean recreation programs including: kayaking, sailing, snorkeling, and scuba diving through the city Parks and Recreation Department, and by encouraging private development of these activities.

III. FINANCIAL CONSIDERATIONS:

The City has budgeted for this project in its 2014/15 fiscal year budget. No appropriation is required to issue the requested purchase order.

As the time from order to delivery requires 120 days or more from the time it is ordered, it must be ordered now in order for the new tower to be in service by next spring.

IV. LEGAL ISSUES:

No legal issues are presented as a part of this report.

V. ATTACHMENTS:

Purchase order No. 09222014
Project plan excerpts
CDP



PURCHASE ORDER

City of Carpinteria
5775 Carpinteria Avenue, Carpinteria CA 93013
(805) 684-5405 fax (805) 684-5304
mattr@ci.carpinteria.ca.us

DATE: SEPTEMBER 17, 2014
NO. 09222014

Vendor Structure Cast
Information 8261 McCutchen Road
Bakersfield, CA 93311

COMMENTS:

(661) 833 4490

QUAN	DESCRIPTION	PRICE/UNIT	AMOUNT
1	10 x 12 Utility Building per Proposal#1212641 dated 9/4/14 Proposal #1212641 attached.	42,233.00	42,233.00

Sub Total
(taxable) 42,233.00

Sales Tax

Total Delivery Included

Total Purchase order 42,233.00

Authorized by: _____

Incorporated in 1965



PURCHASE ORDER

City of Carpinteria
5775 Carpinteria Avenue, Carpinteria CA 93013
(805) 684-5405 fax (805) 684-5304
mattr@ci.carpinteria.ca.us

DATE: SEPTEMBER 16, 2014
NO. 09222014

Vendor Structure Cast
Information 8261 McCutchen Road
Bakersfield, CA 93311

COMMENTS:

(661) 833 4490

QUAN	DESCRIPTION	PRICE/UNIT	AMOUNT
1	10 x 12 Utility Shed per Proposal#1212641 dated 9/4/14 Proposal #1212641 attached.	42,233.00	42,233.00
Sub Total (taxable)			42,233.00
Sales Tax			
Total Delivery			Included
Total Purchase order			42,233.00
Authorized by: _____			

Incorporated in 1965



STRUCTURE CAST



8261 McCutchen Road, Bakersfield CA 93311
Phone: 661-833-4490 fax: 661-208-5626
CALIFORNIA CERTIFIED SBE REFERENCE NO. 42811
CA License # 774870-B

TO: **Matt Roberts – City of Carpinteria**
Phone 805-684-5405 x 449
Email MattR@ci.carpinteria.ca.us

Date: 9/4/14

Proposal #1212641 – 2 pages

Subject: 10x12 Utility Shed for Lifeguards

10' X 12' X 8' Easi Set Precast Concrete Shed

\$42,233.

Inclusions, Exclusions and Clarifications: Please review carefully.

- Shop drawings basic submittals and engineering included.
- Building is complete with walls, floor and flat roof, floor and roof post tensioned
- One 6068 double door, FRP, Fiberglass door and frame. Tiger Door. Stainless steel hinges and lock set.
- Includes 3 heavy aluminum vents 6x12 inch
- 5/16 inch Stainless steel threaded inserts cast into roof fascia every three feet for attaching railing.
- All concrete to have Xypex admixture for permanent waterproofing.
- All walls are 4 inches, slab and roof are 6 inches thick.
- Walls are barn board texture, all concrete has integral color by Davis, color to be determined.
- Delivery to jobsite and erecting with a crane included.
- Access required for tractor and 40' trailer, and 90 ton crane.

Exclusions

- Barricades, flagmen, traffic control, if required, site preparation and compaction, site plans drawings, connection to utilities, permits.
- Graded compacted soil as per Easi Set requirements.
- Any railing or additional structures attached to building.
- StructureCast is a PCI and NPCA Certified Plant, outside testing by others if required.
- If Performance and Payment Bond is required, cost to be paid by the Customer.

Signature

Date

Larry Turpin

Larry Turpin

9/4/14

Date



PRECAST BUILDINGS

Easi-Set • Easi-Span



STRUCTURE CAST



8261 McCutchen Road, Bakersfield CA 93311
Phone: 661-833-4490 fax: 661-208-5626
CALIFORNIA CERTIFIED SBE REFERENCE NO. 42811
CA License # 774870-B

Delivery: Erection drawings and material submittals three weeks, engineering and shop drawings 5 weeks from approval of preliminary submittals. Delivery - within 60 business days of the original StructureCast submittals and shop drawings returned to the StructureCast office without exceptions or changes, and receipt by StructureCast of written notice to proceed.

Geotechnical Report: Owner to provide a site soils report prior to design or agree to accept US Geological Standard Survey Map information with a soil bearing pressure of 1500 psi. www.usgs.gov/
Changes in the foundation requirements not previously known or available at time of bid will result in a change order.

Terms: Net 30 for product produced and stored in the StructureCast yard. Payments on billing are to be current before delivery commences. No Retention. If liquidated damage clauses are to be a part of StructureCast's contract, add 5 times their daily amount to the total of this proposal.

Standby Time: Delivery time in excess of one hour on job site is charged at the normal delivery rate.

Proposal: Proposal is valid for 30 days from the first date mentioned. By accepting this proposal and, or awarding a contract to StructureCast, you agree that this proposal document will be a part of your formal contract whether or not such contract so provides or contains an integration clause.

Service Charge: Service Charge of 1.5% monthly will be assessed on all past due accounts.

Proposal submitted by Larry Turpin: 661-833-4490 larry@structurecast.com
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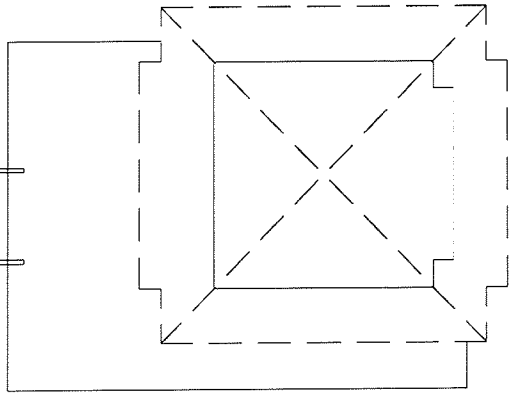
This proposal document must accompany all orders with the proper acknowledgement and acceptance of the above terms and conditions and are verified by the signature below. All precast products will be produced as per the approved StructureCast shop drawings. It is the sole responsibility of the contractor to confirm that the StructureCast shop drawings meet or exceed all plan and specification requirements.

_____ Signature	_____ Date	<u>Larry Turpin</u> Larry Turpin	<u>9/4/14</u> Date
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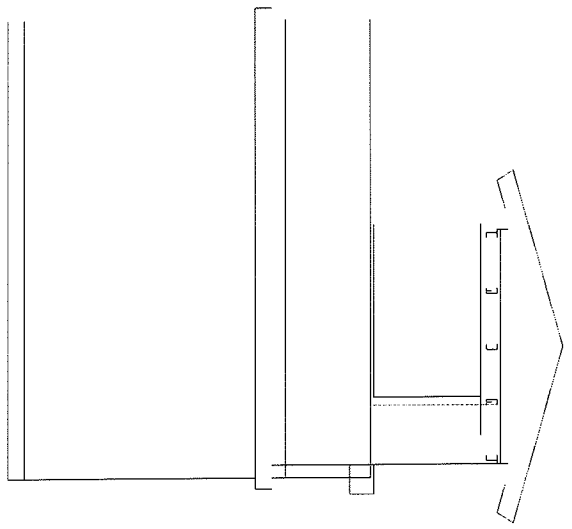


PRECAST BUILDINGS

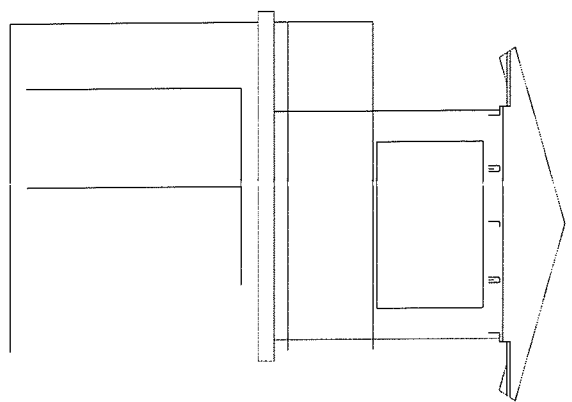
Easi-Set • Easi-Span



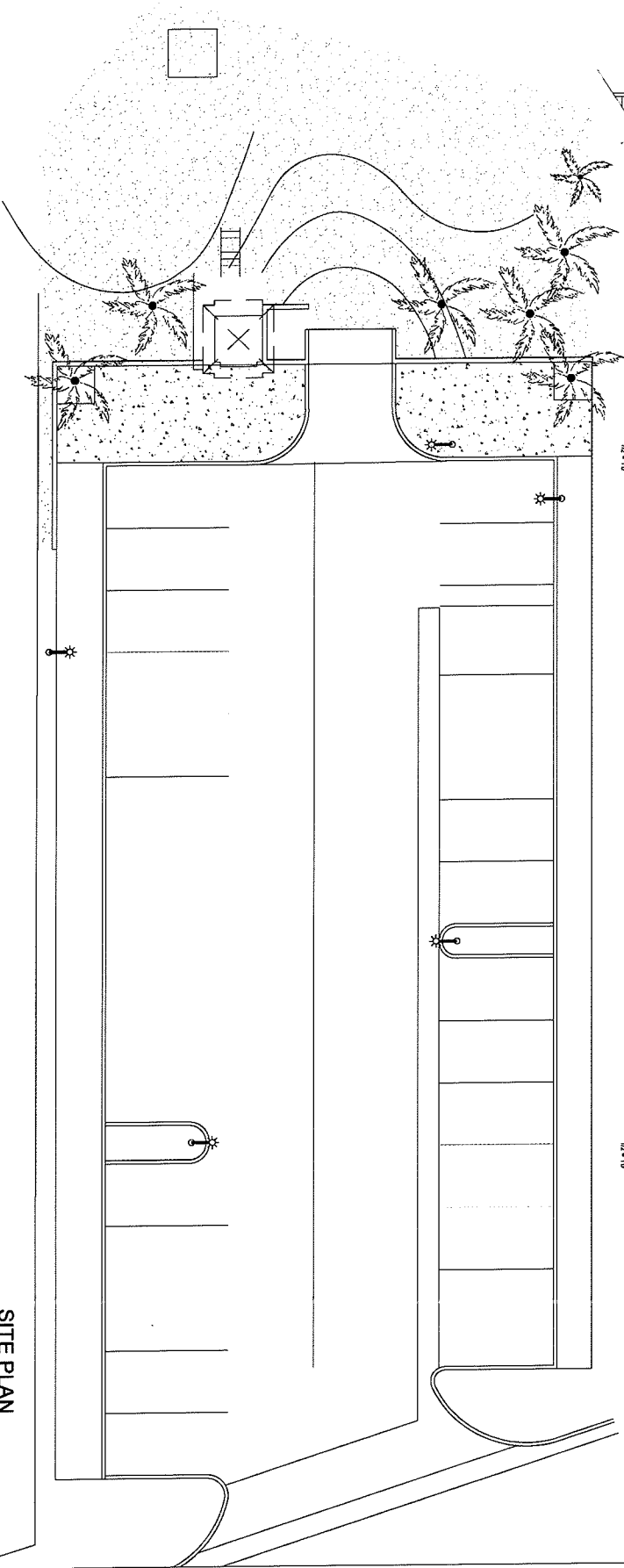
ROOF PLAN
1/8" = 1'-0"



SIDE ELEVATION
1/8" = 1'-0"



ENTRY ELEVATION
1/8" = 1'-0"



SITE PLAN
1/8" = 1'-0"

PROGRESS PRINT ONLY - NOT FOR CONSTRUCTION

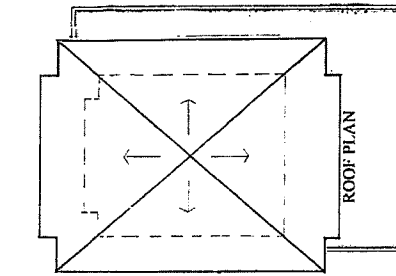
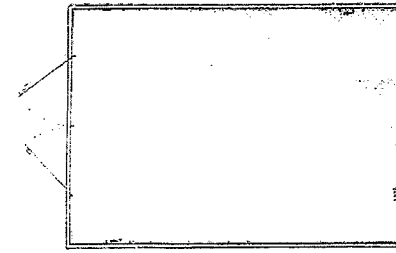
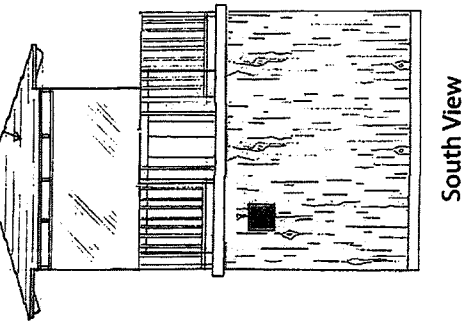
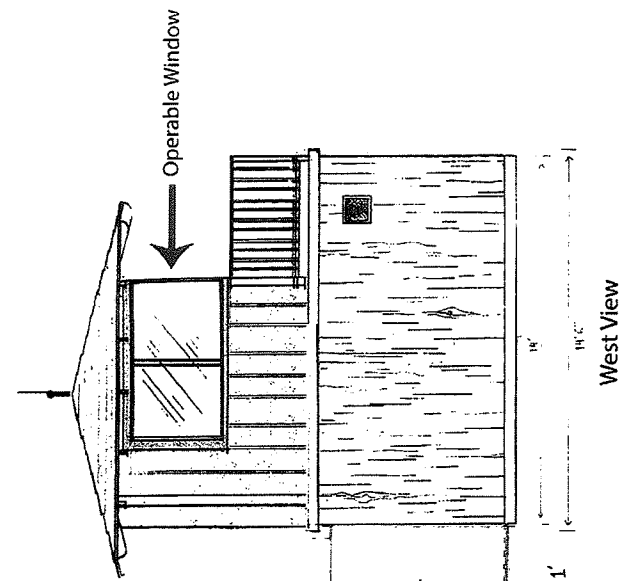
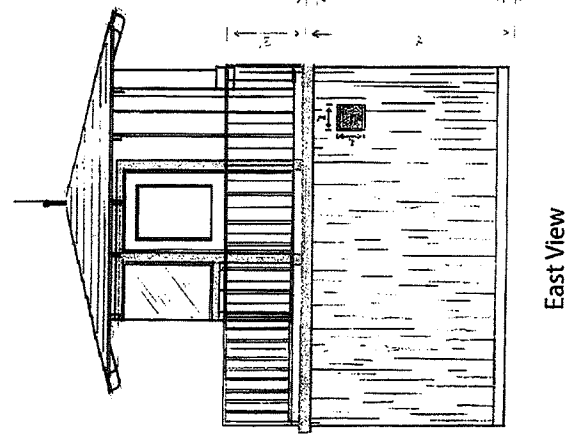
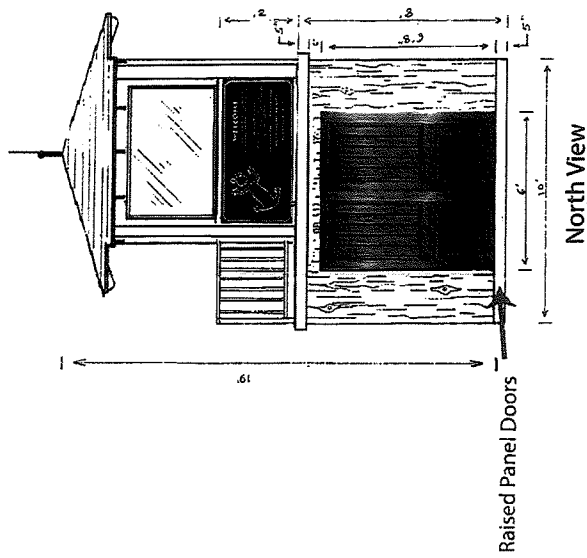
Site location: CARPINTERIA BEACH, CALIFORNIA

Client info:
HOLLY AVENUE LEECHARD TOWER IMPROVEMENTS

Design by
J. Lee & Associates
13.102.1
March 11, 2011
Project in the USA



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HOLLY AVENUE LIFE GUARD KIOSK AND STORAGE FACILITY 100 Holly Avenue Carpinteria, California

Project Specifications:
Barn Wood exterior, Davis Color Sequoia Sand, Stainless Steel Railing



NOTICE OF FINAL LOCAL ACTION ON COASTAL DEVELOPMENT PERMIT

CITY OF CARPINTERIA

5775 CARPINTERIA AVENUE, CARPINTERIA, CA 93013



Date of Notice: May 12, 2014

Notice Sent to (via certified mail):

California Coastal Commission South-Central Coast District Office
89 South California Street, Suite 200
Ventura, CA 93001

Please note the following **Final City of Carpinteria Action** on a Coastal Development Permit (all local appeals have been exhausted for this matter):

Project Information

Project #: 14-1704-CDP
Project Applicant: City of Carpinteria, Parks and Recreation Department
Agent: N/A
Project Location: 100 Holly Avenue APN: 003-490-001
Project Description: Request for a Coastal Development Permit to demolish and replace the existing Holly Avenue lifeguard tower. The new tower would be set in approximately the same location as the existing structure. The structure would be comprised of a frame built kiosk mounted to the top of a 10'x14' precast storage building. The structure would be set directly on the sandy beach; no permanent foundation or similar structural supports are proposed. The structure's finished floor elevation would be approximately level with the adjacent public beach parking lot. The new structure would have a maximum height of 19 feet from finished grade. Existing underground utilities would be re-routed to the new tower.

Final Action Information

Final Local Action: ☐ Approved ☒ Approved with Conditions ☐ Denied
Final Action Body: ☒ Community Development Director ☐ Planning Commission ☐ City Council

Required Materials Supporting the Final Action	Enclosed	Previously Sent (date)
Director Approved CDP Letter, dated April 29, 2014	X	
Conditions of Approval, dated April 29, 2014	X	
Project Plans	X	

Coastal Commission Appeal Information

This Final Action is:

- ☐ **NOT appealable** to the California Coastal Commission. The Final City of Carpinteria Action is now effective.
- ☒ **Appealable** to the California Coastal Commission. The Coastal Commission's 10-working day appeal period begins the first working day after the Coastal Commission receives adequate notice of this Final Action. The Final Action is not effective until after the Coastal Commission's appeal period has expired and no appeal has been filed. Any such appeal must be made directly to the California Coastal Commission South-Central Coast District Office in Ventura, CA; there is no fee for such an appeal. Should you have any questions regarding the Coastal Commission appeal period or process, please contact them at (805) 585-1800.

Copies of this notice have also been sent via first-class mail to:

- Matt Roberts, Parks & Recreation Director, City of Carpinteria, 5775 Carpinteria Avenue, Carpinteria, CA 93013
- Interested parties who arranged for mailing of notice

Prepared by: Nick Bobroff, Associate Planner

**COASTAL DEVELOPMENT PERMIT
CONDITIONS OF APPROVAL**



**PROJECT NO. 14-1704-CDP
Replacement Lifeguard Tower at Holly Avenue
100 Holly Avenue (APN 003-490-001)
April 29, 2014**

The Conditions set forth in this permit affect the title and possession of the real property which is the subject of this permit and shall run with the real property or any portion thereof. All the terms, covenants, conditions, and restrictions herein imposed shall be binding upon and inure to the benefit of the owner (applicant, developer), his or her heirs, administrators, executors, successors and assigns. Upon any sale, division or lease of real property, all the conditions of this permit shall apply separately to each portion of the real property and the owner (applicant, developer) and/or possessor of any such portion shall succeed to and be bound by the obligations imposed on the owner (applicant, developer) by this permit.

COMMUNITY DEVELOPMENT DEPARTMENT

General Conditions

1. This Coastal Development Permit is based upon and limited to compliance with the project description, approved plan exhibit, and conditions of approval set forth below. Any deviations from the project description, exhibits or conditions must be reviewed and approved by the City for conformity with this approval. Deviations may require approved changes to the permit and/or further environmental review. Deviations without the above described approval will constitute a violation of permit approval.

The project description is as follows:

Request for a Coastal Development Permit to demolish the existing lifeguard tower, including its existing eight-foot diameter concrete base, and replacing it with a new lifeguard tower and integrated storage building. The storage building would be used to house lifeguard equipment such as a rescue board/kayak, a backboard and a sand wheelchair. The new tower structure would be set in approximately the same location as the existing structure. The new tower will feature a frame-built kiosk anchored to the top of a precast 10-foot by 14-foot storage building. A new stainless steel railing and ladder would be constructed

around the upper observation deck and to provide access to the kiosk. The new structure's finished floor elevation would be approximately level with the adjacent Holly Avenue beach parking lot (approximately 9.15 feet above average mean sea level). The new structure would have a maximum height of 19 feet from finished grade; approximately three feet taller than the existing lifeguard tower.

The existing sand berm located against the City's concrete retaining wall along the edge of the parking lot would be excavated to allow for the placement of the new tower structure. Some of the sand would be backfilled against the set tower; the remaining sand would be spread out over the beach. It is anticipated that less than 30 cubic yards of sand would be moved. A section of the existing retaining wall at the back of the beach would be cut and removed to allow for the placement of the lifeguard tower structure. The storage building base would have the option of being secured to the adjacent retaining walls. Existing underground water, telephone and electricity utilities that serve the existing lifeguard tower would be rerouted to the new tower.

2. Any and all damage or injury to public property resulting from this development, including without limitation, City streets, shall be corrected or result in being repaired and restored to its original or better condition.
3. All requirements of the City of Carpinteria (including but not limited to public improvements as defined in the City of Carpinteria Municipal Code (CMC), Section 15.16.110) and any other applicable requirements of any law or agency of the State and/or any government entity or District shall be met.
4. The conditions of this approval supersede all conflicting notations, specifications, dimensions, and the like which may be shown on submitted plans.
5. All buildings, roadways, parking areas, landscaping and other features shall be located substantially as shown on the approved plans.
6. The standards defined within the City's adopted model Building Codes (UBC; NEC; UMC; UFC; UPC; UHC) relative to the building and occupancy shall apply to this project.
7. Any changes from the approved plans shall require review and approval by the Community Development Director.
8. Approval of the Coastal Development Permit shall expire one year after approval, unless prior to the expiration date a building permit has been issued or the

CONDITIONS OF APPROVAL

Holly Avenue Replacement Lifeguard Tower, 100 Holly Avenue

permittee has diligently worked toward building permit issuance. The decision maker with jurisdiction over the project may grant a time extension for good cause.

9. When not specified herein, all conditions shall be satisfied prior to the issuance of a Building Permit or prior to final permit sign-off when allowed by the Director of Community Development.
10. An approval granted by the Community Development Director does not constitute a Building Permit or authorization to begin any construction. An appropriate permit issued by the Building Division must be obtained prior to constructing, enlarging, moving, converting, or demolishing any building or structure within the City.
11. If, at any time, the City determines that there has been, or may be, a violation of the findings or conditions of this Coastal Development Permit, or of the Municipal Code regulations, a public hearing may be held before the Planning Commission to review this permit. At said hearing, the Planning Commission may add additional conditions, or recommend enforcement actions, or revoke the permit entirely, as necessary to ensure compliance with the Municipal Code, and to provide for the health, safety, and general welfare of the City. The applicant shall reimburse the City for all costs associated with gaining compliance with the original conditions of approval.
12. All project conditions shall be listed on a sheet included as part of the construction plans submitted for review and approval by the City prior to issuance of a Well/Building Permit. The approved set of plans shall be retained at the construction site for review by the Building Inspector during the course of construction.
13. The lifeguard tower and storage building shall be maintained in good condition at all times. Repairs/repainting (including graffiti abatement) shall be completed in a timely manner.
14. In the event that the placement, orientation or height of the lifeguard tower must be altered in response to changing beach conditions, the Parks and Recreation Department shall consult with the Community Development Department concerning the proposed changes and apply for/obtain any necessary permits prior to undertaking alterations.

Construction Conditions

15. Applicants/contractors shall make a reasonable effort to maintain public beach access at Holly Avenue during construction. If beach access is to be temporarily closed due to the construction activities, appropriate signage/notification shall be posted in the project area notifying the public of the duration of the temporary closure and alternate beach access points.
16. Dust generated by the development activities shall be retained onsite and kept to a minimum by following the dust control measures listed below:
 - a. The amount of disturbed area shall be minimized to the maximum extent feasible;
 - b. Vehicle speeds on unpaved roads shall be 15 mph or below.
 - c. Water trucks or sprinklers shall be used to keep all unpaved areas of vehicle movement damp enough to prevent dust from leaving the site.
 - d. Stockpiled earth material shall be watered as needed to minimize dust generation.
 - e. After development is completed, all areas of disturbed soils shall be treated immediately by watering, revegetating or spreading soil binders to prevent dust.
 - f. Trucks transporting soil, sand, tailings, drilling mud, cut or fill material to or from the site shall be covered with a tarp from the point of origin.
 - g. Gravel beds shall be used as needed to prevent the tracking of mud or dirt onto public roads.

Dust prevention measures shall be implemented during construction periods. CDD staff shall periodically monitor the site to ensure compliance.

17. No construction-related debris (mud, dust, paint, lumber, rebar, etc.) shall leave the project site unless transported to an approved disposal site.
18. Best available erosion and sediment control measures shall be implemented during construction. Best available erosion and sediment control measures may include but are not limited to use of sediment basins, gravel bags, silt fences, geo-bags or gravel and geotextile fabric berms, erosion control blankets, coir rolls, jute net and straw bales. Storm drain inlets shall be protected from sediment-laden waters by use of inlet protection devices such as gravel bag barriers, filter fabric fences, block and gravel filters, and excavated inlet sediment traps. Sediment control measures shall be maintained for the duration of the grading period and until graded areas have been stabilized by structures, long-term erosion control measures or landscaping.

Plan Requirements: An erosion and sediment control plan shall be submitted to and approved by CDD prior to issuance of a Well/Building Permit. The plan shall be designed to address erosion and sediment control during all phases of development of the site. **Timing:** The plan shall be implemented prior to the commencement of grading/construction. CDD staff shall perform site inspections throughout construction.

19. During construction, washing of concrete trucks, paint, equipment or similar activities shall occur only in areas where polluted water and materials can be contained for subsequent removal from the site. Wash water shall not be discharged to the storm drains, street, drainage ditches or creeks. Areas designated for washing functions shall be at least 100 feet from any storm drain, waterbody or sensitive biological resources. The location of the washout area shall be clearly noted at the construction site with signs.

Plan Requirements: The applicant shall designate a washout area, acceptable to CDD, and this area shall be shown on the construction and/or grading and building plans. **Timing:** The wash off area shall be designated on all plans prior to issuance of a Grading or Building Permit. The washout area shall be in place and maintained throughout construction. CDD shall check plans prior to issuance of a Building Permit and staff shall site inspect throughout the construction period to ensure proper use and maintenance of the washout area.

20. To allow time for utility companies to locate and mark their facilities for the contractor, the applicant shall telephone Underground Service Alert (USA) toll free at 1-800-227-2600 a minimum of 48 hours prior to the start of construction. For best response, provide as much notice as possible, up to 10 working days.
21. Existing and proposed easements for all utilities shall be located and described on the plans prior to issuance of building permits.
22. All new utility service lines shall be placed underground. No new utility poles shall be installed.
23. All construction activities shall be limited to the hours of 7:00 a.m. to 4:00 p.m., Monday through Friday and 8:00 a.m. and 3:00 p.m. on Saturday unless otherwise approved by the Community Development Department. No construction shall occur on State holidays (e.g., Thanksgiving, Labor Day). Non-noise generating construction activities such as painting are not subject to these restrictions.

Written authorization to proceed and consent to conditions of approval by the applicant shall be provided to the City prior to Building Permit issuance.

I HAVE READ AND UNDERSTOOD, AND I WILL COMPLY
WITH ALL ABOVE STATED CONDITIONS OF THIS PERMIT

Applicant

Date

CONDITIONS OF APPROVAL

Holly Avenue Replacement Lifeguard Tower, 100 Holly Avenue

Page 6

STAFF REPORT
CITY COUNCIL
September 22, 2014

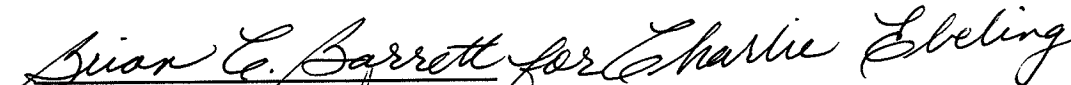
ITEM FOR COUNCIL CONSIDERATION:

Adoption of Resolution No. 5551, approving the recommendations of the City's Traffic Safety Committee made on July 24, 2014.

Report prepared by: Melissa Angeles, Engineering Technician
Department: Public Works


Signature

**Reviewed by
Public Works
Director:**


Signature

**Reviewed by
City Manager:**


Signature

ACTION X NON-ACTION STAFF RECOMMENDATION:

Recommendation: That the City Council adopt Resolution No. 5551, approving the recommendations of the Traffic Safety Committee from its meeting of July 24, 2014.

Sample Motion: I move to adopt Resolution No. 5551, as read by title only, approving the recommendations of the Traffic Safety Committee from its meeting of July 24, 2014.

I. BACKGROUND:

The City of Carpinteria established the Traffic Safety Committee as an advisory body to the City Council. The Committee consists of the City Traffic Engineer, Chief of Police or representative, Community Development Director or representative, as well as three citizen representatives, including a senior student representing the school, a representative of the safety committee of the Carpinteria Unified School District, and such other City officials or representatives of Special Districts as may be recommended by the City Manager and approved by the City Council.

The Traffic Safety Committee's role is to provide recommendations to the City Traffic Engineer and to the City Council on traffic safety matters pursuant to C.M.C. Sections 10.08.080 and 10.08.090. The purpose of this agenda matter is for the City Council to receive the recommendations of the Committee and the City Traffic Engineer; and to confirm or modify those recommendations.

The Committee normally meets on a quarterly basis and the meetings are publicly noticed. This gives members of the community a chance to come voice their support or concerns about various traffic operations issues in Carpinteria. In addition to taking public comment, the Traffic Safety Committee considers formal requests made by citizens, traffic improvements and the enforcement of regulations.

II. DISCUSSION:

On July 24, 2014, the Traffic Safety Committee met and considered several traffic safety matters initiated by staff and citizen requests. Based on public input and the discussion of the Traffic Safety Committee, the following recommendations are being forwarded to the City Council.

Matters Considered by the Traffic Safety Committee

The following matters and staff recommendations were included in the July 24, 2014 Traffic Safety Committee (TSC) meeting agenda:

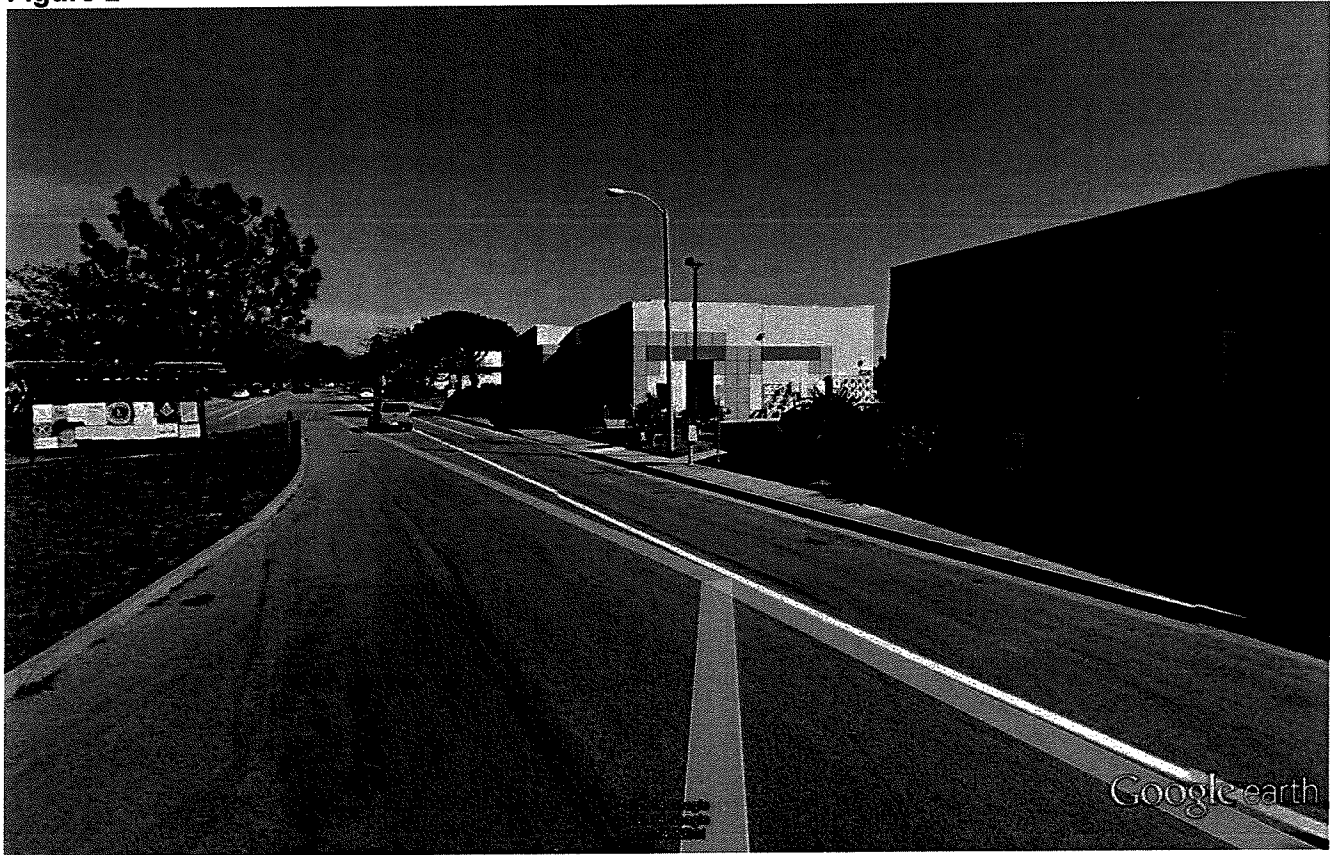
- Handicapped Accessible Parking Stall at 4836 8th Street – The Department of Public Works received a citizen request to consider the installation of a handicapped accessible parking stall at 4836 8th Street (Figure 1). There are two homes on the property and residents with visual and mobile impairments reside in each home. The concern is that often times, on-street parking near the property is unavailable, requiring the residents to walk long distances on the street to access their homes. A field review of the site was conducted and it was found that the existing driveway is narrow and does not provide an adequate amount of space for wheelchair/walker access when it is in use by vehicles. In the past, the City provided accessible parking stalls where requested, but due to homeownership turnover, the stalls were removed. The TSC recommended that a handicapped accessible parking stall be installed at this location to provide a reasonable accommodation for the residents. Furthermore, the TSC recommended that the City Council grant authorization to the Director to remove the stall when there is a change in circumstances and the accessible parking stall is no longer needed.

Figure 1



- Driver feedback sign on Carpinteria Avenue – The Department of Public Works received a request to install a driver feedback sign at the 4100 block of Carpinteria Avenue (Figure 2) to improve communication of the speed limit with motorists and the need to slow down. In the past, the Department has received additional requests to address vehicle speeds in this area. The purpose of driver feedback signs is to slow vehicles down by making motorists aware when they are driving at unsafe speeds. Signs of this type are often not appropriate in residential neighborhoods due to lighting concerns. Because the proposed location is a commercial area, the installation of a sign at this location would not have any negative impacts. The TSC recommended that a driver feedback sign be installed at this location.

Figure 2



Recommendations of the Traffic Safety Committee

Staff recommendations from the July 24, 2014 Traffic Safety Committee meeting were approved by the Traffic Safety Committee and are being forwarded to the City Council for its consideration. The City Traffic Engineer provided professional expertise during the discussion of these matters and fully supports these recommendations.

After due consideration, Resolution No. 5551 has been prepared to formalize these recommendations for City Council action. Additional Traffic Safety Committee meeting recommendations regarding maintenance and enforcement and not requiring City Council action will be incorporated into the Department of Public Works routine street maintenance and repairs work schedule.

III. FINANCIAL CONSIDERATIONS:

All of the recommended items can be completed within the existing Street Maintenance and Repairs budget. No impact to the General Fund is expected with the approval of the recommended improvements.

IV. POLICY:

The City of Carpinteria established the Traffic Safety Committee and assigned the purpose of the committee as an advisory body to the City Council (C.M.C. 10.08.080 and 10.08.090). The purpose of the Traffic Safety Committee is to receive complaints having to do with traffic matters; to receive and publish traffic reports; to suggest practical means for coordinating the activities of the various departments of the City, law enforcement and emergency response teams; and to recommend to the City Council and to the City Traffic Engineer, measures that improve traffic conditions and enforcement of traffic regulations.

V. ATTACHMENTS:

A. Resolution No. 5551

ATTACHMENT A

RESOLUTION NO. 5551

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARPINTERIA APPROVING
THE RECOMMENDATIONS OF THE TRAFFIC SAFETY COMMITTEE AS SET
FORTH AT THE JULY 24, 2014 TRAFFIC SAFETY COMMITTEE MEETING**

WHEREAS, Section 10.08.080 of the Carpinteria Municipal Code (CMC) establishes a Traffic Safety Committee as an advisory body to the Carpinteria City Council, and;

WHEREAS, the Traffic Safety Committee received various requests to address traffic matters around the City, and;

WHEREAS, the Traffic Safety Committee reviewed the requests at its July 24, 2014 meeting and has made the following recommendations for City Council consideration:

1. Install a handicapped accessible parking stall at 4836 8th Street.
2. Authorize the Director to remove the handicapped accessible parking stall at 4836 8th Street when there is a change in circumstances and the stall is no longer needed.
3. Install a driver feedback sign at the 4100 block of Carpinteria Avenue.

WHEREAS, the City Traffic Engineer has reviewed the Traffic Safety Committee measures and based on his professional opinion recommends that the City Council approve the recommendations of the Committee;

NOW, THEREFORE, THE CARPINTERIA CITY COUNCIL HEREBY resolves that the above recommendations of the Traffic Safety Committee are approved and directs the Department of Public Works to implement the recommendations through its schedule of work within a reasonable period of time.

Passed, approved and adopted this 22nd day of September, 2014 by the following called votes:

AYES: COUNCILMEMBER:
NOES: COUNCILMEMBER:
ABSENT: COUNCILMEMBER:

ATTEST:

Mayor, City of Carpinteria

City Clerk, City of Carpinteria

I hereby certify that the foregoing resolution was duly and regularly introduced and adopted at a regular meeting of the City Council of the City of Carpinteria held the 22nd day of September, 2014.

APPROVED AS TO FORM:

City Clerk, City of Carpinteria

City Attorney

STAFF REPORT
CITY COUNCIL
September 22, 2014

ITEMS FOR COUNCIL CONSIDERATION:

Adoption of Resolution No. 5552, establishing a red curb zone at 5103 Carpinteria Avenue; and authorizing the removal and relocation of the bus stop located at 5085 Carpinteria Avenue to 5103 Carpinteria Avenue.

Report prepared by: Melissa Angeles, Engineering Technician
Department: Public Works


Signature

Reviewed by
Director of
Public Works:


Signature

Reviewed by
City Manager:


Signature

ACTION ☒ **NON-ACTION** ☐ **STAFF RECOMMENDATION:**

Recommendation: That the City Council adopt Resolution No. 5552, establishing a red curb zone at 5103 Carpinteria Avenue; and authorize the removal and relocation of the bus stop located at 5085 Carpinteria Avenue to 5103 Carpinteria Avenue.

Sample Motion: I move to adopt Resolution No. 5552, as read by title only, establishing a red curb zone at 5103 Carpinteria Avenue; and authorize the removal and relocation of the bus stop located at 5085 Carpinteria Avenue to 5103 Carpinteria Avenue.

I. BACKGROUND:

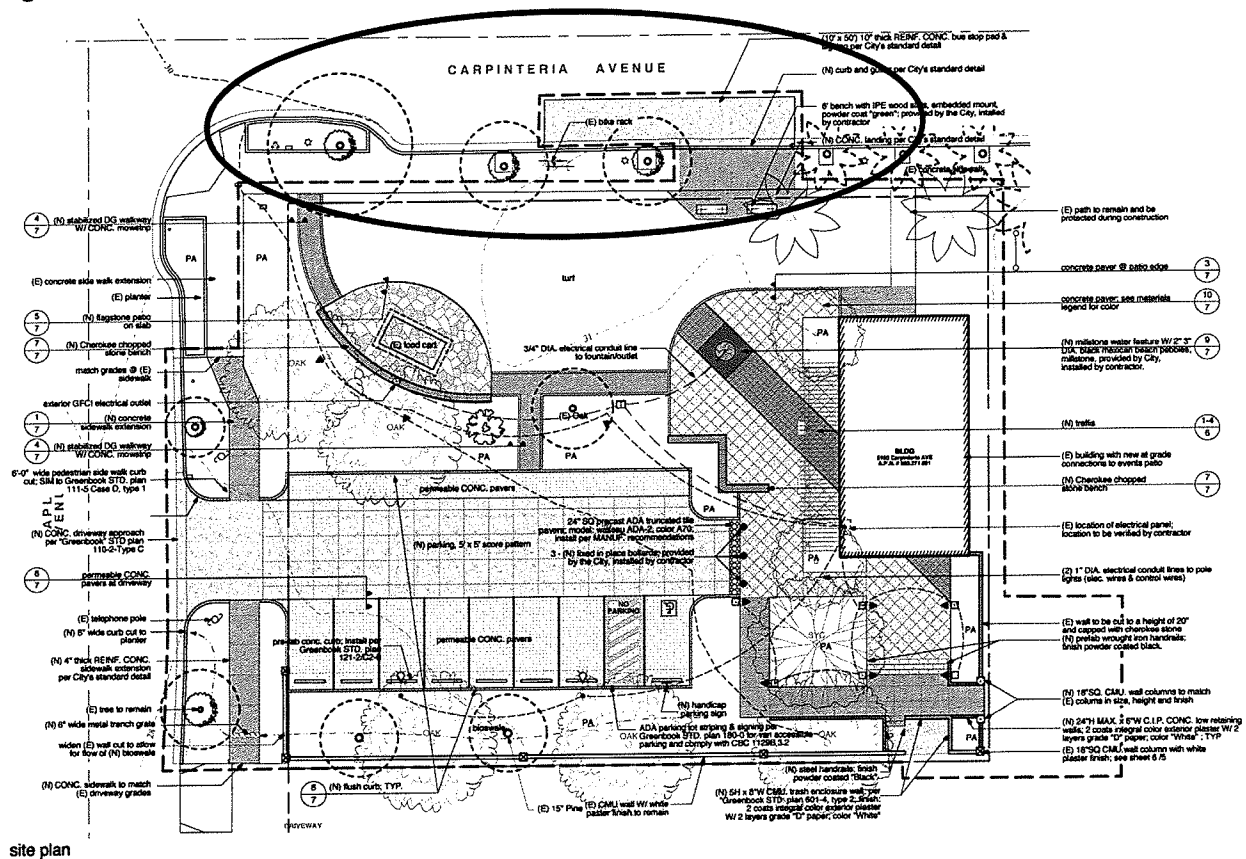
The City of Carpinteria purchased the property located at 5103 Carpinteria Avenue, known as the Seaside Building, in July 2008. On September 14, 2009, City Council directed staff to improve the building premises and incorporate safety enhancements to the nearby bus stop at

5085 Carpinteria Avenue. Improvements to the property were delayed until funding could be identified.

On October 17, 2013, the project obtained final Architectural Review Board (ARB) approval. The approved design included a new public bus stop to allow for the relocation of the existing bus stop at 5085 Carpinteria Avenue. City Council authorized staff to construct the Seaside Park Project on March 10, 2014.

A concrete bus pad was constructed (Figure 1) in the summer 2014 as part of the Seaside Park Project. In order to establish a bus stop, the adjacent curb must be painted red on the south side of Carpinteria Avenue beginning 62 feet from the center line of Maple Avenue and ending 142 feet from the center line of Maple Avenue.

Figure 1



II. DISCUSSION:

When considering the location of bus stops, several factors are evaluated:

Vehicular Safety – Placement of the bus stop to permit the bus to safely maneuver into and out of the travel lanes and stop without creating a collision potential with other motor vehicles and bicycles, i.e. not stopping in travel lanes or bike lanes.

Pedestrian Safety – Locating the bus stop where adequate sidewalk exists separated from motor vehicle traffic. Where adjacent crosswalks exist, the bus should not stop in the crosswalk or block motor vehicle visibility of the pedestrian.

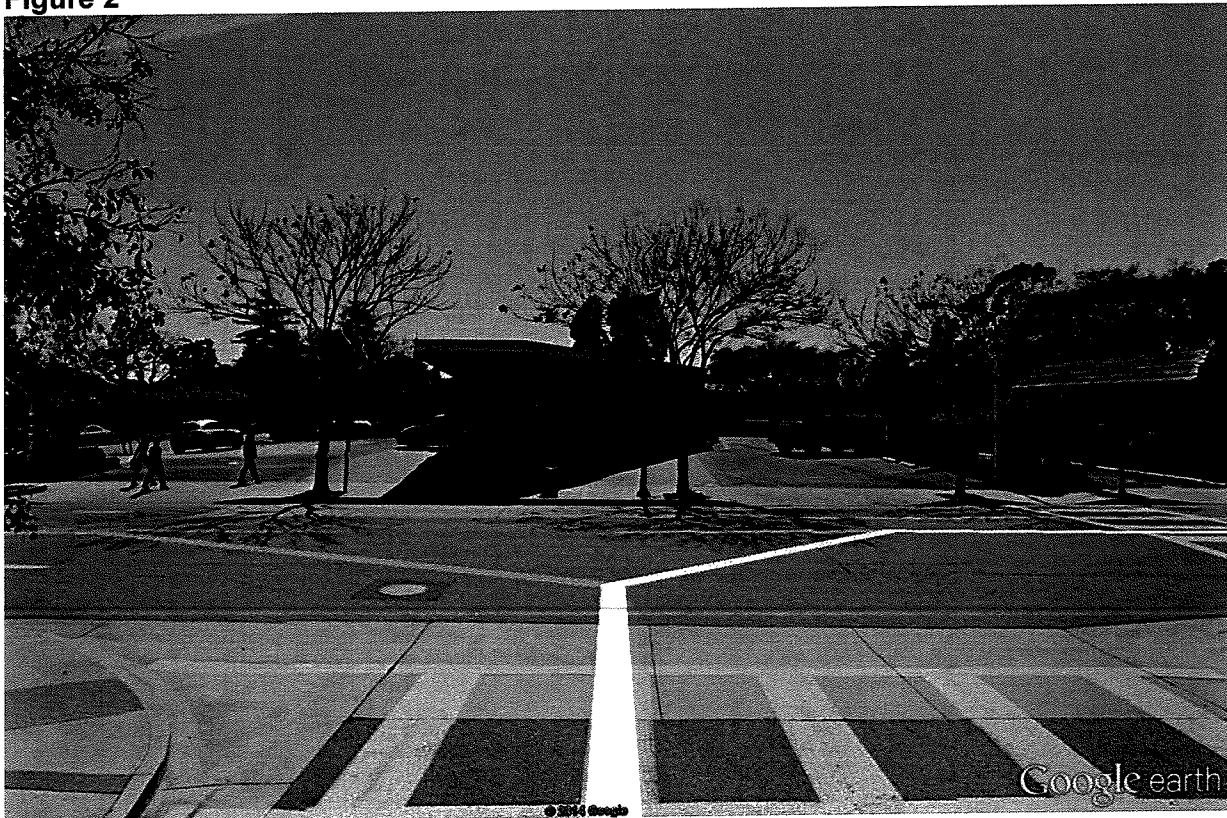
On-Street Parking – The bus stop should be located in an area where high street parking demands are not present. When bus stops are placed in areas with high on-street parking demands, the bus stop should be as small as possible to not compromise the vehicle or pedestrian safety.

Proximity to High Pedestrian Demand Centers – Transit operators prefer to locate bus stops where a known demand exists or has the potential to exist. At times, locations where high pedestrian demands exist also exhibit high on-street parking demands. The location of bus stops usually results in a compromise between locations of high on-street parking and pedestrian demands.

Proximity to Intersections or Driveways – The most desirable location for bus stops is at the downstream side of the intersection, so that the bus does not block the visibility of intersection traffic controls (stop signs, traffic signals), that pedestrians can cross the street readily without long detours, and would not block intersections or driveways.

The existing bus stop at 5085 Carpinteria Avenue (Figure 2) is located in an area with a high traffic volume that serves a gas station driveway, intersection, and crosswalk. By relocating the bus stop to the east of its existing location, vehicular and pedestrian safety will be greatly improved.

Figure 2



III. POLICY:

The Carpinteria Municipal Code Section 10.36.020 defines a red curb zone and prohibits vehicles from stopping or standing in a red zone at any time with the exception of busses which may stop in designated marked bus zones.

IV. FINANCIAL CONSIDERATIONS:

The recommended improvements can be completed within the existing Street Maintenance and Repairs budget. No impact to the General Fund is expected.

V. ATTACHMENTS:

A. Resolution No. 5552

ATTACHMENT A

RESOLUTION NO. 5552

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARPINTERIA ESTABLISHING A RED CURB ZONE AT 5103 CARPINTERIA AVENUE; AND AUTHORIZING THE REMOVAL AND RELOCATION OF THE BUS STOP LOCATED AT 5085 CARPINTERIA AVENUE TO 5103 CARPINTERIA AVENUE

WHEREAS, Section 10.36.020 of the Carpinteria Municipal Code (CMC) defines a red curb zone and notes its use for bus stop purposes; and

WHEREAS, on September 10, 2009 the City Council directed staff to incorporate safety enhancements to the bus stop at 5085 Carpinteria Avenue into the Seaside Park Project at 5103 Carpinteria Avenue; and

WHEREAS, on October 17, 2013 the Architectural Review Board (ARB) approved the design for a bus pad at 5103 Carpinteria Avenue, as part of the Seaside Park Project; and

WHEREAS, on March 10, 2014 the City Council authorized staff to construct the Seaside Park Project at 5103 Carpinteria Avenue; and

WHEREAS, the following recommendations are being brought forward for City Council consideration:

1. Establish a red curb zone at 5103 Carpinteria Avenue beginning 62 feet from the center line of Maple Avenue and ending 142 feet from the center line of Maple Avenue.
2. Authorize the removal and relocation of the bus stop located at 5085 Carpinteria Avenue to 5103 Carpinteria Avenue.

NOW, THEREFORE, THE CARPINTERIA CITY COUNCIL HEREBY resolves that the above recommendations are approved and directs the Department of Public Works to implement the recommendations through its schedule of work within a reasonable period of time.

Passed, approved and adopted this 22nd day of September, 2014 by the following called votes:

AYES: COUNCILMEMBER:

NOES: COUNCILMEMBER:

ABSENT: COUNCILMEMBER:

ATTEST:

City Clerk, City of Carpinteria

Mayor, City of Carpinteria

I hereby certify that the foregoing resolution was duly and regularly introduced and adopted at a regular meeting of the City Council of the City of Carpinteria held the 22nd day of September, 2014.

APPROVED AS TO FORM

City Attorney

City Clerk, City of Carpinteria

STAFF REPORT
COUNCIL MEETING DATE:
September 22, 2014

ITEM FOR COUNCIL CONSIDERATION:

Resolution No. 5549, which would grant consent to the City of Santa Barbara to renew the Santa Barbara South Coast Tourism Business Improvement District to operate within the City of Carpinteria.

City Manager


Dave Durlinger

ACTION ITEM X ; NON-ACTION ITEM

STAFF RECOMMENDATION: Adopt Resolution No. 5549, thereby granting consent to the City of Santa Barbara to renew the Santa Barbara South Coast Tourism Business Improvement District in the City of Carpinteria.

Sample Motion: I move to adopt Resolution No. 5549, as read by title only, thereby granting consent to the City of Santa Barbara to renew the operation of the Santa Barbara South Coast Tourism Business Improvement District in the City of Carpinteria.

I. BACKGROUND:

The City of Santa Barbara has requested that the City of Carpinteria, along with the City of Goleta and the County of Santa Barbara, consent to renew the Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID) (Attachment B, City of Santa Barbara Resolution No. 14-061). The district began operation in 2011 for a five year term that will sunset in fall 2015. The proposed SBSCTBID, if approved, would supersede the current district and run for a six year term from January 1, 2015 through December 31, 2020.

The SBSCTBID has been developed by Visit Santa Barbara, the former Santa Barbara Conference & Visitors Bureau, which states that the purpose for the renewal at this time is to ensure that the marketing work of the district continues uninterrupted, that all lodging businesses benefitting from the SBSCTBID are included in the district, and to increase district revenues in order to remain competitive with other tourism destinations and allow for additional marketing outreach.

Benefitting lodging businesses within the proposed district area were polled in August concerning the renewal and 65.88% voted¹ in favor. This type of district may proceed if there is less than a majority protest against district formation. Based on the nearly 66% affirmative, weighted vote of those businesses that would be a part of the district, the district formation may proceed.

The City of Goleta and Santa Barbara County have each considered and approved the City of Santa Barbara's consent request. The areas of these jurisdictions, respectively, along with the area of the City of Santa Barbara, will be a part of the district that will be considered for formation at a meeting of the Santa Barbara City Council scheduled for Tuesday, October 28, 2014. Should the City of Carpinteria City Council elect to consent to the City of Santa Barbara's request for district formation, the area of the City of Carpinteria and all affected lodging businesses in the City will also be included in the SBSCTBID.

The lodging businesses subject to the district assessment remit payments directly to the City of Santa Barbara, which then remits the revenue to Visit Santa Barbara. If Carpinteria lodging businesses are made a part of the district they would benefit from the SBSCTBID through its various promotion activities, some of which are specific to Carpinteria (examples are attached). Also, Carpinteria lodging businesses would benefit from promotion work of the Carpinteria Valley Chamber of Commerce, which receives revenue through the SBSCTBID local funding program to conduct promotion aimed at increasing lodging occupancy in Carpinteria. Should the City of Carpinteria City Council elect to not consent to district formation, the area of the City of Carpinteria will not be included in the district, lodging businesses within the City would not be assessed, and the SBSCTBID would not include Carpinteria in its promotional work or local funding program.

II. ANALYSIS

Visit Santa Barbara and the City of Santa Barbara are seeking to renew a business improvement district known as the Santa Barbara South Coast Tourism Improvement District (SBSCTBID) that has operated in an area of the county, including the City of Carpinteria, since 2011. The SBSCTBID is a special type of assessment district formed pursuant to state law (Streets and Highways Code § 36600 et seq., The Property and Business Improvement Area Law of 1994), which provides specific benefits to lodging businesses that operate in the south coast area of Santa Barbara County (see attached map of the district area). This type of assessment district can only be formed by a City and/or County government; however, the revenues from such a district can be directed to and managed by a non-government agency such as Visit Santa Barbara. Currently, the City of Santa Barbara is the government entity under which the SBSCTBID has been created and Visit Santa Barbara manages it. This would remain the arrangement under the proposed SBSCTBID renewal.

The details of the proposed SBSCTBID are included in Management District Plan, dated August 6, 2014, and attached to this report. If approved, the SBSCTBID would supersede the existing district. The renewed SBSCTBID differs from the existing district in some important ways:

1. **Benefitting Properties.** The renewed SBSCTBID would apply to "all commercial lodging businesses, regardless of size or category, within the boundaries (of the district)."² Currently the district includes hotels/motels but not individually owned/operated Vacation

¹ Pursuant state law, the business owner vote for this type of district is weighted based on the projected assessment for each property, i.e., the vote from a business projected to be assessed a greater amount carries more weight than a business projected to generate less revenue.

² Santa Barbara South Coast Tourism Business Improvement District, Looking Ahead: Renewal Process

Rentals. This is an expansion of the district and ensures that all benefitting properties are a part of the district.

2. **Assessment Rates.** The tables below illustrate current rates and those proposed in the renewed SBSCTBID for hotels/motels. As described above, the renewed SBSCTBID would include Vacation Rentals. Vacation Rentals would pay a flat \$2.00 assessment per night. The proposed SBSCTBID also includes an escalator that would increase the assessment by 50% over the first five years. This incremental change is described in the table below.

CURRENT TBID ASSESSMENT		PROPOSED TBID ASSESSMENT	
Average Daily Rate	Assessment Rate Per Night	Average Daily Rate	Assessment Rate Per Night
Less than \$100	\$0.50	Less than \$100	\$0.75
\$100 - \$150	\$1.00	\$100 - \$149	\$1.50
Over \$150 - \$200	\$1.50	\$150 - \$199	\$2.25
Over \$200	\$2.00	\$200 - \$249	\$3.00
		\$250 - \$299	\$3.50
		Over \$300	\$4.00

TBID Escalator (50% Assessment Increase)

Year 1	Year 3	Year 5
\$0.75	\$0.85	\$0.95
\$1.50	\$1.65	\$1.85
\$2.25	\$2.50	\$2.75
\$3.00	\$3.30	\$3.65
\$3.50	\$3.85	\$4.25
\$4.00	\$4.40	\$4.85

3. **Term.** The proposed SBSCTBID would run for six years, from January 1, 2015 through December 31, 2020, and would replace the existing district. Should the SBSCTBID renewal fail, the existing district, which is scheduled to sunset in late 2015, would remain in place.
4. **Local Destination Marketing.** In order to promote room night sales for lodging businesses in Carpinteria, \$43,123.50 would be allocated to the Carpinteria Valley Chamber of Commerce, the Destination Marketing Organization (DMO) designated for Carpinteria. This is an increase in the current amount of \$25,000.

If approved, the City of Santa Barbara and Visit Santa Barbara would remain entirely responsible for the operation and oversight of the SBSCTBID and may also propose/approve any allowed changes to SBSCTBID operation during the six year term. Visit Santa Barbara is designated to serve as the representative of the Owners Association (affected lodging businesses), and, as such, all meetings concerning the SBSCTBID are subject to California Open Meeting laws, i.e. the Brown Act. An Annual Report on the SBSCTBID is prepared by Visit Santa Barbara and presented during a public meeting to the City of Santa Barbara. Copies of the report are made available to the City of Carpinteria and public.

Staff continues to believe that, in general, the use of a public TBID (as opposed to a private agreement between hoteliers to cooperatively fund regional tourism promotion) is beneficial

from the standpoint of regional tourism promotion and supports the interests of participating businesses because it allows the TBID to be applied to all benefiting businesses. In a private agreement, hoteliers that benefit from regional tourism marketing could not be compelled to participate in funding such efforts.

IV. LEGAL:

The subject SBSCTBID is proposed to be formed pursuant to authority established in the Streets and Highways Code § 36600 et seq. (The Property and Business Improvement Area Law of 1994). The law requires that the subject benefit assessment be levied to pay for specifically identified public services, in this case regional tourism promotion, that provide unique benefit to the businesses subject to the assessment, in this case lodging businesses.

Although most benefit assessments are levied on real property and must comply with the requirements of California Constitution Article XIID (Proposition 218), assessments imposed in connection with some business improvement districts are levied upon businesses, not real property, and thus are not subject to the requirements of Proposition 218.³ This is the case with the proposed SBSCTBID.

Visit Santa Barbara is a California nonprofit public benefit corporation that operates pursuant to corporate bylaws (attached). The Visit Santa Barbara bylaws also include provisions for regional and industry sector representation on the 15 member SBSCTBID Committee. The number of seats for each region and sector are described beginning on page 8 of the bylaws. Carpinteria is guaranteed at least one seat (currently filled by a representative from Motel 6) and could possibly have an additional representative in one of the sector categories.

V. FINANCIAL:

Annual revenue estimated by Visit Santa Barbara to be generated from the proposed SBSCTBID is approximately \$3.2 million. This is an increase of approximately \$1.4 million from the current annual revenue reported of approximately \$1.7 million. The portion of annual revenue that is projected would be generated from Carpinteria lodging businesses annually is approximately \$200,000. TBID spending for tourism promotion in the Santa Barbara market region would be as determined by the SBSCTBID expenditure plan and approved by the Visit Santa Barbara Board of Directors.

Visit Santa Barbara states that the current SBSCTBID has contributed to the increase in visitation numbers and an average daily room rate (ADR) that increased 5.5% in the district from \$166.45 in 2010 to \$195.00 in 2013. More information on Visit Santa Barbara's report on district performance can be found in Attachment E to this report.

The City of Carpinteria receives no program revenue from the district. The SBSCTBID includes a Local Destination Marketing allocation of 5.5% of district revenues. The Local Destination Marketing allocation is to be split, 75% going to lodging promotion in Goleta and 25% to lodging promotion in Carpinteria (as stated previously, this amount is estimated at just over \$43K). The respective Chambers of Commerce operating in the Cities of Goleta and Carpinteria are the designated Destination Marketing Organizations (DMO) that would continue to receive the Local Destination Marketing allocations.

³ The California Municipal Revenue Sources Handbook, 2008 Edition, League of California Cities

VI. PRINCIPAL PARTIES EXPECTED AT MEETING:

Kathy Janega-Dykes, President/CEO, Visit Santa Barbara
Representatives of local and regional lodging businesses

VII. ATTACHMENTS:

- A. Resolution No. 5549, City Council consent to the formation of the SBSCTBID within the City of Carpinteria
- B. City of Santa Barbara Resolution No. 14-061, requesting consent to District formation
- C. SBSCTBID Map
- D. Management District Plan
- E. Looking Ahead: Renewal Process, SBSCTBID
- F. Promotion Work Examples, SBSCTBID e-newsletter
- G. Visit Santa Barbara Bylaws

Attachment A

RESOLUTION NO. 5549

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARPINTERIA,
STATE OF CALIFORNIA, GRANTING CONSENT TO THE CITY OF SANTA
BARBARA TO RENEW THE SANTA BARBARA SOUTH COAST TOURISM
BUSINESS IMPROVEMENT DISTRICT (SBSCTBID)**

WHEREAS, the City of Santa Barbara has initiated the process to renew and extend the Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 et seq.; and

WHEREAS, the SBSCTBID is a benefit assessment district developed by Visit Santa Barbara and implemented by the City of Santa Barbara in 2011 for a five year term and which they are now proposing to renew; and

WHEREAS, the purpose of the SBSCTBID is to provide specific promotion benefits to payors through marketing efforts to attract visitors to lodging businesses that can result in increased room night sales; and

WHEREAS, the SBSCTBID is proposed to include all lodging businesses located within the boundaries of the cities of Santa Barbara, Carpinteria, and Goleta, and portions of unincorporated southern Santa Barbara County (see attached Exhibit A); and

WHEREAS, the SBSCTBID will levy an assessment per paid occupied room on such lodging businesses proportionate to the average daily rate of such businesses for the purpose identified above; and

WHEREAS, the term of the proposed SBSCTBID is for six years, beginning January 1, 2015 and ending December 31, 2020;

WHEREAS, the City Council of the City of Santa Barbara has requested consent to renew the SBSCTBID in the City of Carpinteria with adoption of Santa Barbara City Council Resolution No. 14-061, dated July 29, 2014;

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Carpinteria, that:

Section 1: The above recitals are true and correct.

Section 2: The City Council consents to the City of Santa Barbara renewing the SBSCTBID, which District shall include the City of Carpinteria.

Section 3: The Clerk of the City Council is hereby directed to transmit a certified copy of this Resolution to the Clerk of the City of Santa Barbara City Council.

Section 4: This Resolution is effective upon its adoption.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Carpinteria, State of California, held on this 22nd day of September, 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Mayor

(SEAL)

ATTEST: _____
Clerk of the City Council

Attachment B

RESOLUTION NO. 14-061

A RESOLUTION OF THE COUNCIL OF THE CITY
OF SANTA BARBARA REQUESTING CONSENT OF
THE CITIES OF CARPINTERIA AND GOLETA, AND
THE COUNTY OF SANTA BARBARA TO RENEW
THE SANTA BARBARA SOUTH COAST TOURISM
BUSINESS IMPROVEMENT DISTRICT

WHEREAS, the City Council of the City of Santa Barbara desires to begin proceedings to renew the Santa Barbara South Coast Tourism Business Improvement District ("SBSCTBID");

WHEREAS, certain tourism business owners have requested that the City Council (the "Council") of the City of Santa Barbara (the "City") renew the SBSCTBID; and

WHEREAS, the territory proposed to be included in the SBSCTBID lies within the boundaries of the cities of Carpinteria and Goleta, and the County of Santa Barbara (the "cities and county"), as shown on the map attached hereto as Exhibit A and incorporated herein by such attachment; and

WHEREAS, the assessed businesses in the area of the cities and county which lies within the boundaries of the proposed SBSCTBID will, in the opinion of the Council, be specifically benefited by the improvements and activities, and the purpose sought to be accomplished by the work can best be accomplished by a single comprehensive scheme of work;

NOW, THEREFORE, be it resolved by the City Council of the City of Santa Barbara that:

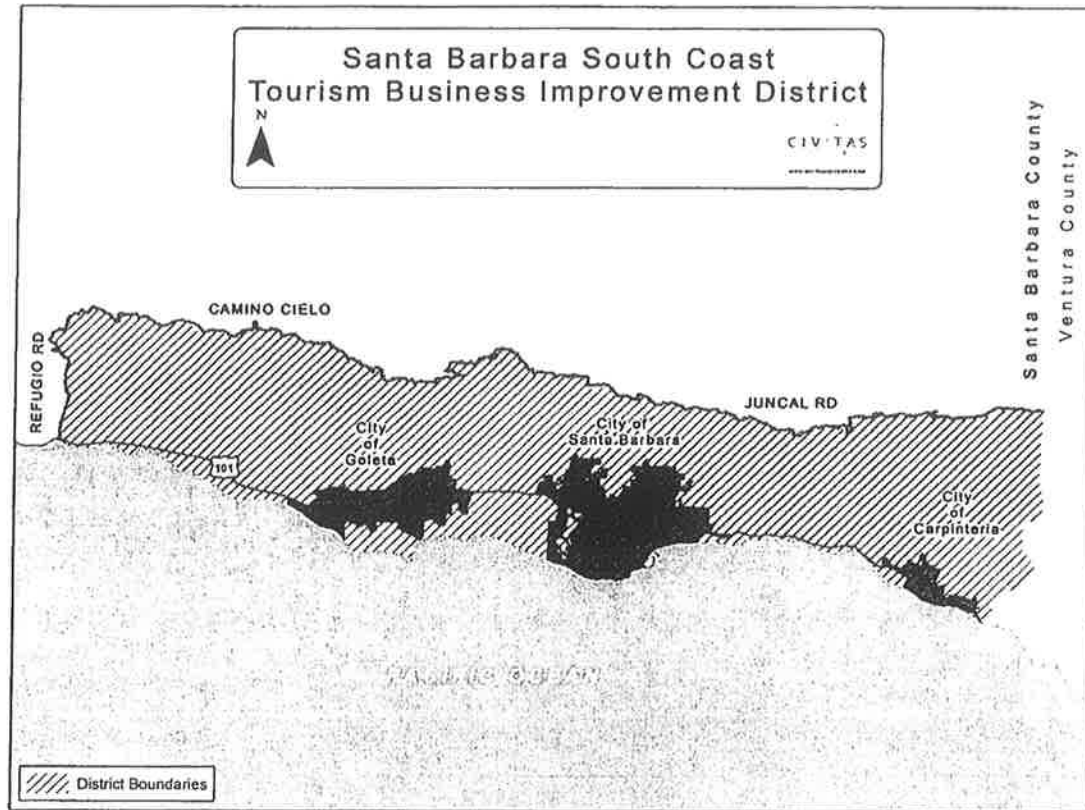
Section 1: The above recitals are true and correct.

Section 2: Consent of the cities and county, through their City Councils and Board of Supervisors, is hereby requested to renew the SBSCTBID, and to grant to the Council jurisdiction for all the purposes in connection with creation and operation of the proposed SBSCTBID.

Section 3: The Clerk of the Council is hereby directed to transmit a certified copy of this Resolution to the Clerks of the cities of Carpinteria and Goleta, and the County of Santa Barbara.

Adopted: July 29, 2014

**EXHIBIT A
BOUNDARY MAP**



RESOLUTION NO. 14-061

STATE OF CALIFORNIA)
)
COUNTY OF SANTA BARBARA) ss.
)
CITY OF SANTA BARBARA)

I HEREBY CERTIFY that the foregoing resolution was adopted by the Council of the City of Santa Barbara at a meeting held on July 29, 2014, by the following roll call vote:

AYES: Councilmembers Dale Francisco, Gregg Hart, Frank Hotchkiss, Cathy Murillo, Randy Rowse, Bendy White, Mayor Helene Schneider.

NOES: None

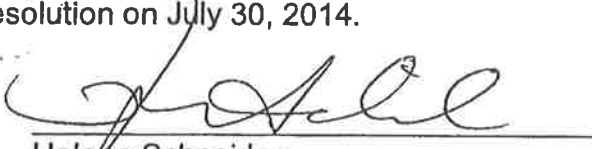
ABSENT: None

ABSTENTIONS: None

IN WITNESS WHEREOF, I have hereto set my hand and affixed the official seal of the City of Santa Barbara on July 30, 2014.


Gwen Peirce, CMC
City Clerk Services Manager

I HEREBY APPROVE the foregoing resolution on July 30, 2014.


Helene Schneider
Mayor

Attachment C

Santa Barbara South Coast Tourism Business Improvement District



Santa Barbara County
Ventura County



//// District Boundaries

Attachment D

2015-
2020

Management District Plan



August 6, 2014

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Prepared by
Civitas



(800)999-7781
www.civitasadvisors.com

I. OVERVIEW

Developed by Visit Santa Barbara (VSB), the Santa Barbara South Coast Tourism Business Improvement District (SBSCTBID) is an assessment district proposed to provide specific benefits to payors, by funding programs that specifically benefit assessed businesses. The SBSCTBID was created in 2011 for a five-year term; lodging businesses now wish to renew it for an additional six years.

Location: The proposed SBSCTBID includes all lodging businesses located within the boundaries of the cities of Santa Barbara, Carpinteria, and Goleta, and portions of unincorporated southern Santa Barbara County (as shown on the map in section IV).

Services: The SBSCTBID is designed to provide specific benefits directly to payors by increasing room night sales. Advertising and Communication, Sales and Marketing, and Local Destination Marketing will increase overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing room night sales.

Budget: The total SBSCTBID annual budget for the initial year of its six (6) year operation is anticipated to be approximately \$3,136,255. Assessment rate increases in years three and five (2017 and 2019) of the District may result in budget increases as detailed in Section V.

Cost: The annual assessment rate for the first year of operation is as follows: hotels, inns, motels, studio hotels, bachelor hotels, lodging houses, rooming houses, dormitories, public or private clubs or similar structures shall be assessed a fixed amount per paid occupied room per night as shown in the table below. Tourist homes or houses, apartment houses, mobile homes, and house trailers, (hereinafter "vacation rentals") shall be assessed a fixed amount on a per paid unit per night basis, rather than per room. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days. The ADR figures shall be updated annually. The assessment rates may be increased in 2017 and 2019 as described in Section V.

Average Daily Rate	Assessment Per Night
<\$100	\$0.75
\$100-\$149	\$1.50
\$150-\$199	\$2.25
\$200-\$249	\$3.00
\$250-\$299	\$3.50
≥\$300	\$4.00
Vacation rentals	\$2.00

Collection: The assessment will be collected on a monthly basis by the County and cities as described in Section V(E).

Duration: The proposed SBSCTBID will have a six (6)-year life, beginning January 1, 2015 through December 31, 2020. Once per year beginning on the anniversary of district renewal there is a 30-day period in which owners paying more than fifty percent (50%) of the assessment may protest and initiate a City Council hearing on district termination.

Management: Visit Santa Barbara (VSB) will continue to serve as the SBSCTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the City Council.

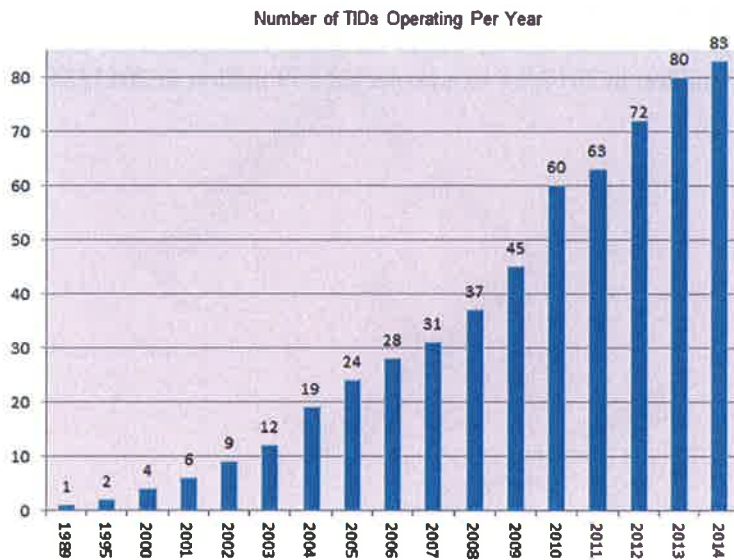
II. ACCOMPLISHMENTS

VSB is initiating the TBID renewal process based upon the recommendations of the TBID advisory consultant and supported by the TBID Renewal Committee. Although there is still time remaining on the initial five year TBID term, VSB wants to ensure that the TBID funding stream is uninterrupted to seamlessly maintain marketing efforts.

The TBID has had tangible success in its initial years. It has decisively contributed to the Santa Barbara South Coast's rising visitation numbers, resulting in substantial economic impact. Specifically, average daily rate (ADR) increased from \$166.45 in 2010 to \$195.00 in 2013 and occupancy rose by 5.5%. With the use of TBID funding, VSB-generated lodging revenue has increased from \$28 million in 2010/11 to a projected \$59 million in 2013/14.

III. BACKGROUND

TBIDs are an evolution of the traditional Business Improvement District. The first TBID was formed in West Hollywood, California in 1989. Since then, over eighty California destinations have followed suit. In recent years, other states have begun adopting the California model – Washington, Montana, and Texas have adopted TBID laws. Several other states are in the process of adopting their own legislation. And, some cities, like Portland, Oregon, have utilized their charter powers to create TBIDs without a state law.



California's TBIDs collectively raise over \$150 million for local destination marketing. With competitors raising their budgets, and increasing rivalry for visitor dollars, it is important that Santa Barbara South Coast lodging businesses invest in stable, lodging-specific marketing programs.

TBIDs utilize the efficiencies of private sector operation in the market-based promotion of tourism districts. TBIDs allow

lodging business owners to organize their efforts to increase room night sales. Lodging business owners within the TBID pay an assessment and those funds are used to provide services that increase room night sales.

In California, TBIDs are formed pursuant to the Property and Business Improvement District Law of 1994. This law allows for the creation of a benefit assessment district to raise funds within a specific geographic area. *The key difference between TBIDs and other benefit assessment districts is that funds raised are returned to the private non-profit corporation governing the district.*

There are many benefits to TBID:

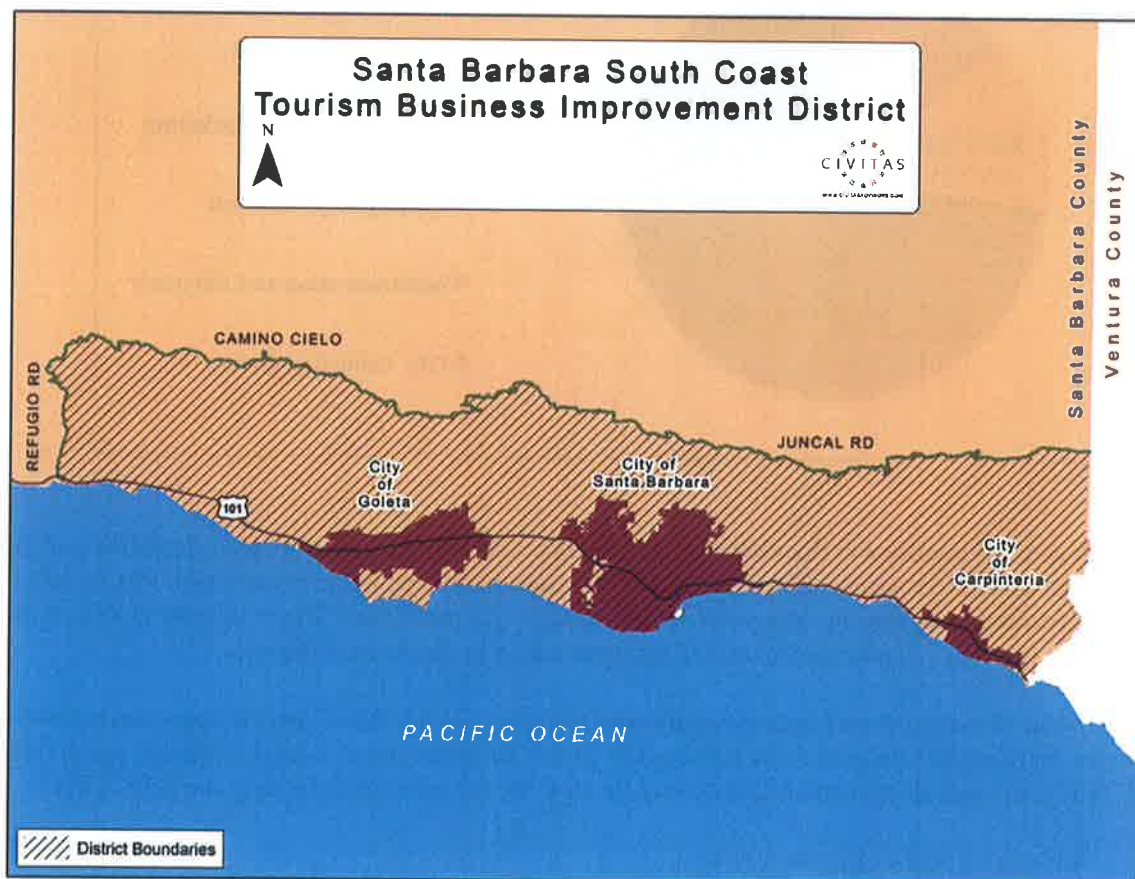
- Funds must be spent on services and improvements that provide a specific benefit only to those who pay;
- Funds cannot be diverted to general government programs;
- They are customized to fit the needs of payors in each destination;
- They allow for a wide range of services;
- They are *designed, created and governed by those who will pay* the assessment; and
- They provide a stable, long-term funding source for tourism promotion.

IV. BOUNDARY

The SBSCTBID will include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the cities of Santa Barbara, Carpinteria, and Goleta, and portions of unincorporated southern Santa Barbara County.

As used herein the term “lodging business” means any structure, or any portion of any structure, which is occupied or intended for occupancy by transients for dwelling, lodging or sleeping purposes, and includes any hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobile home or house trailer at a fixed location, or other similar structure or portion thereof.

The boundary, as shown in the map below, currently includes 477 lodging businesses. A complete listing of lodging businesses within the proposed SBSCTBID can be found in Appendix 2. The boundaries of the district can be more particularly described as: Refugio Road being the western boundary, the Santa Barbara/Ventura County line being the eastern boundary, the Pacific Ocean being the southern boundary, and Camino Cielo/Juncal Road being the northern boundary.

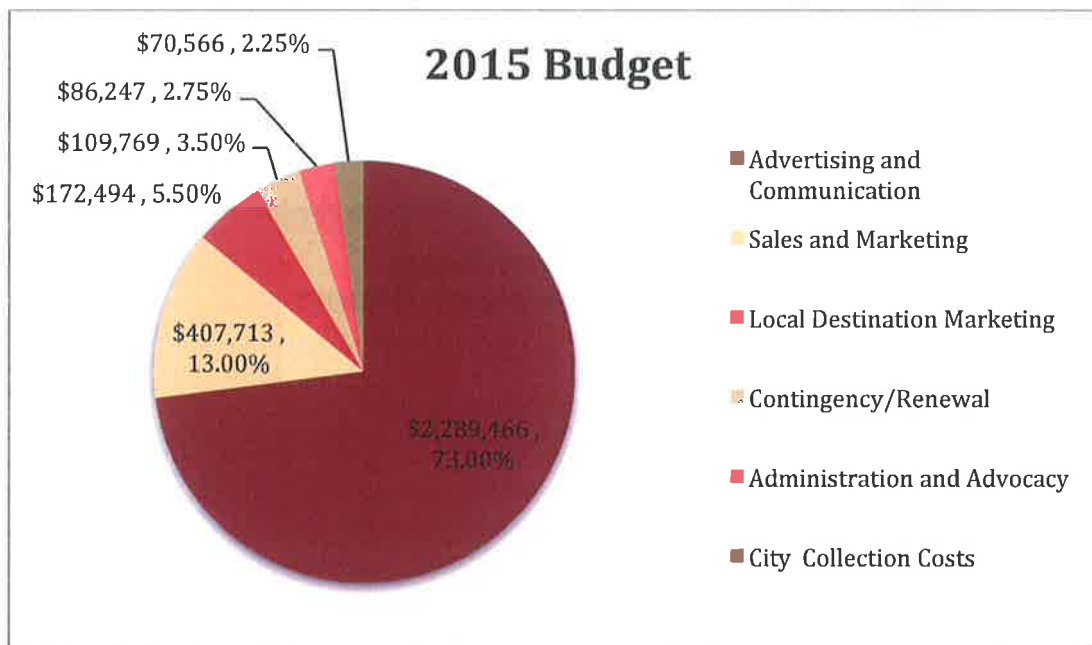


V. BUDGET AND SERVICES

A. Annual Service Plan

Assessment funds will be spent to provide specific benefits conferred or privileges granted directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the County and cities of conferring the benefits or granting the privileges. The privileges and services provided with the SBSCTBID funds are Advertising and Communication, Sales and Marketing, Local Destination Marketing, and promotional programs available only to assessed businesses.

A service plan budget has been developed to deliver services that benefit businesses throughout the District. A detailed annual budget will be developed and approved by the Owners' Association. The table below illustrates the initial annual budget allocations.



Although actual revenues will fluctuate due to market conditions, the proportional allocations of the budget shall remain the same. However, the VSB board shall have discretionary authority to adjust budget allocations between the categories, at any time, by no more than fifteen percent (15%) of the total budget per year. Any adjustments will be reported on in the Annual Report.

A description of the proposed improvements and activities for the initial year of operation is below. The same activities are proposed for subsequent years. In the event of a legal challenge against the SBSCTBID, any and all assessment funds may be used for the costs of defending the SBSCTBID.

Advertising and Communication

An advertising and communications program will build greater awareness of the participating lodging businesses in an effort to drive room night sales. Advertising and communications programs may include the following activities:

- Implement programs that attract destination visitors and increase visitation during non-peak seasons or “opportunity season”. This includes expanded promotional messaging and partner programming that offers travelers good reason to visit during winter and shoulder seasons.
- Increase the number of journalist familiarization trips, bringing key editorial influencers in-market to experience the Santa Barbara South Coast first-hand.
- Expand international outreach to emerging markets such as Korea, China, Brazil and more.
- Create ground breaking partnerships with iconic Santa Barbara companies.
- Develop a television and radio advertising strategy.
- Produce “pop up” events in key markets to generate consumer and media awareness for Santa Barbara.
- Redesign official tourism website, SantaBarbaraCA.com, to showcase the breadth of attractions, lodging and reasons to visit the destination.
- Conduct a brand study.
- Expand spot market media programs, providing targeted reach of growth markets such as Chicago and New York City.

Sales and Marketing

A sales and marketing program will promote the southern coast Santa Barbara area as a tourist destination and attract overnight groups. The sales and marketing program will have a central theme of promoting the southern coast Santa Barbara area as a desirable place to visit, and may include the following activities:

- Expand the Sales Department to target the meeting and conference market.
- Incentivize commercial and film producers to shoot their projects in Santa Barbara County.
- Nurture key industry alliances with organizations such as Central Coast Tourism, Visit California, and Brand U.S.A. to infuse regional and national marketing messages with Santa Barbara-specific content, helping to collectively raise the tourism tide.
- Develop a music marketing program that industry partners can use to promote the brand.
- Create turn-key “Snow” marketing initiatives to promote Santa Barbara during time when the remainder of the country is experiencing bad weather.
- Develop campaign to promote the smaller, limited service hotels.
- Create innovative ways to deliver Santa Barbara content to potential visitors.
- Collaborate with Santa Barbara Airport staff to attract new air service.
- Incentivize conferences and meetings to book at South Coast hotels from November—February.

Local Destination Marketing

Local destination marketing funds shall be used for programs which drive room night sales to assessed lodging businesses in Goleta and Carpinteria, respectively. The annual sum of five and one-half percent (5.5%), approximately \$172,494 in the initial year shall be apportioned between Goleta and Carpinteria. Three-quarters (75%) of that amount, \$129,370.50 in the initial year, shall be dedicated to Goleta, and the remaining quarter, \$43,123.50 in the initial year, to Carpinteria. These sums are proportionate to the historical collections represented in each of these jurisdictions. The amount dedicated to local destination marketing may be adjusted if the bi-annual assessment rate increases are implemented in accordance with the formula herein.

A destination marketing organization (DMO) in the cities of Goleta and Carpinteria shall receive funds to be spent on local destination marketing activities. For Goleta, the initial DMO will be the Goleta Valley Chamber of Commerce, for Carpinteria the initial DMO will be the Carpinteria Valley Chamber of Commerce. The DMO shall have responsibility and decision making authority for the funds provided, within the requirements of this Plan. Each DMO shall manage and spend funds in accordance with the requirements of this Plan. Funds shall be retained and managed by VSB if the DMO chooses, or at the request of lodging businesses within the jurisdiction.

A new committee, the Goleta TBID committee, shall be formed under the auspices of the Goleta Valley Chamber of Commerce. The committee shall meet at least quarterly and be comprised entirely of hotel representatives; all nine Goleta hotels are guaranteed a voting position on this committee. A majority of the committee members shall constitute a quorum, and decisions must be approved by a majority of the quorum. The committee shall be charged with developing budgets and priorities for the TBID and managing TBID funds. The budget shall be created by the committee and approved by the Chamber's Board of Directors. Representatives from VSB shall be invited and allowed to attend all committee meetings. VSB will provide advice and direction on marketing programs to the committee, and staff support in reporting and following-up on committee meetings. An annual audit will be conducted by a third-party hired by VSB, and the Chamber will provide to VSB current financial records every six months.

The DMO must spend the funds on programs that drive room night sales at assessed lodging businesses. Funds provided to the DMOs are subject to the budgetary guidelines in this Plan; they must be spent only on advertising, communication, sales and marketing programs as described above. No more than 5% of the funds provided to DMOs can be used for administrative costs.

Each DMO shall submit to VSB, no less than thirty (30) days prior to VSB's submission of the annual report, a report which includes all information required for the District's annual report as provided in Streets and Highways Code section 36650 and Section VI(C) of this Plan. The DMO reports will be submitted to the County by VSB as part of the District's annual report.

Contingency/Renewal

A prudent portion of the budget will be set aside in a contingency fund, to be used for unforeseeable costs in carrying out the sales and marketing programs. If near the expiration of the district there are contingency funds remaining, and business owners wish to renew the district, the remaining contingency funds may be used for renewal costs.

Administration and Advocacy

The administrative and operations portion of the budget shall be utilized for administrative staffing costs, office costs, and other general administrative costs such as insurance, legal, and accounting fees.

City Administration Fee

The County of Santa Barbara and the cities of Goleta and Carpinteria, if they collect Assessments, shall each be paid a fee equal to one percent (1.00%) of the amount collected in their respective jurisdictions to cover the costs of collection and administration. The City of Santa Barbara shall be paid a fee equal to three percent (3.0%) of the amount collected to cover the costs of collection and administration. The City of Santa Barbara may collect assessments from businesses in Goleta and Carpinteria at the request of those cities.

B. Determination of Specific Benefit

State law requires that assessment funds be expended on specific benefits conferred directly to the payors that are not provided to those not charged, and which do not exceed the reasonable cost to the City of conferring the benefits. The services in this Management District Plan are designed to provide targeted benefits directly to assessed lodging businesses. These services are tailored not to serve the general public, but rather to serve the specific lodging businesses within the District, e.g., the proposed activities are specifically targeted to increase room night sales for assessed lodging businesses within the boundaries of the District, and are narrowly tailored. SBSCTBID funds will be used exclusively to provide the specific benefit of increased room night sales directly to the assesseees. For example, non-assessed businesses will not be featured in SBSCTBID programs and will not receive sales leads from them. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed businesses.

Further, the assessment may be utilized to provide specific government services directly to the payors that are not provided to those not charged, and which do not exceed the reasonable costs to the City of providing the services. The legislature has recognized that marketing and promotions services like those to be provided by the SBSCTBID are, in the context of assessment districts, government services. Further, the amount of the assessment is no more than necessary to cover the reasonable costs of the proposed activities, and the manner in which the costs are allocated to a business owner bear a fair share or reasonable relationship to the businesses' benefits received from the proposed activities.

District services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. Funds will be managed by the Owners' Association, and reports submitted on an annual basis to the City. Only assessed businesses will be featured in marketing materials, receive sales leads generated from district-funded activities, be featured in advertising campaigns, and benefit from other district-funded services. Non-assessed businesses will not receive these, nor any other, district-funded services and benefits.

The assessment rate categories reflect the proportionate benefit derived by each business type. The rate has been varied according to the estimated benefit to be received by each business type. Businesses with a lower ADR pay a lower rate because, although they will benefit from all of the District's programs, their lower ADR will translate to less revenue received than businesses with a higher ADR. Tourist homes or houses, apartment houses, mobile homes, and house trailers (hereinafter "vacation rentals") are assessed on a per unit basis and at a rate of \$2.00 per night because, although they will benefit from destination marketing designed to increase overnight visitation and the resulting hotel compression, they will not be listed on the website or in promotional materials, be featured in co-op or film advertising, or receive direct sales leads as a result of the TBID efforts. Vacation rentals also differ from other lodging businesses in that they can typically accommodate fewer people and do not charge for rentals on a per-room basis. Because they will benefit less than multi-room lodging businesses, vacation rental businesses will ultimately pay less into the District than multi-room lodging businesses.

C. Assessment

The annual assessment rate for the first year of operation is as follows: hotels, inns, motels, studio hotels, bachelor hotels, lodging houses, rooming houses, dormitories, public or private clubs or similar structures shall be assessed a fixed amount per paid occupied room per night as shown in the table below. Tourist homes or houses, apartment houses, mobile homes, and house trailers,

(hereinafter “vacation rentals”) shall be assessed a fixed amount on a per paid unit per night basis, rather than per room. Based on the benefit received, assessments will not be collected on stays of more than thirty (30) consecutive days.

Average Daily Rate	Assessment Per Night
<\$100	\$0.75
\$100-\$149	\$1.50
\$150-\$199	\$2.25
\$200-\$249	\$3.00
\$250-\$299	\$3.50
≥\$300	\$4.00
Vacation rentals	\$2.00

The assessment rate may be subject to increases in the third and fifth years (2017 and 2019) of the District. These increases will be automatic unless the VSB Board votes not to implement them based upon circumstances that they deem significant. Any increase will be reflected in the annual report. The maximum annual assessment rates are:

Category	Year 1	Year 3	Year 5
<\$100	\$0.75	\$0.85	\$0.95
\$100-\$149	\$1.50	\$1.65	\$1.85
\$150-\$199	\$2.25	\$2.50	\$2.75
\$200-\$249	\$3.00	\$3.30	\$3.65
\$250-\$299	\$3.50	\$3.85	\$4.25
≥\$300	\$4.00	\$4.40	\$4.85
Vacation Rentals	\$2.00	\$2.20	\$2.40

The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the business. The assessment shall be disclosed as the “SBSCTBID Assessment.” The assessment shall not be considered revenue for any purposes, including calculation of transient occupancy taxes.

Bonds will not be issued.

D. Penalties and Interest

1. Any business which fails to remit any assessment imposed within the time required shall pay a penalty of ten percent (10%) of the assessment in addition to the amount of the assessment.
2. Any business which fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.
3. If the collections agency determines that the non-payment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated in subsections 1 and 2 of this section.
4. In addition to the penalties imposed, any business which fails to remit any assessment imposed shall pay interest at the rate of one-half of one percent (0.50%) per month, or

- fraction thereof, on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.
5. Every penalty imposed and such interest as accrues under the provisions of this section shall become part of the assessment herein required to be paid.

E. Time and Manner for Collecting Assessments

The SBSCTBID assessment will be implemented beginning January 1, 2015 and will continue for six (6) years through December 31, 2020. Each lodging business shall, on or before the tenth (10th) day after the close of each calendar month, or at the close of any shorter reporting period which may be established by the city/county, of the total rents charged and received and the amount of the assessment collected. The City of Santa Barbara shall be responsible for collecting the assessment (including any delinquencies, penalties and interest) from each lodging business located within its jurisdictional boundary and the jurisdictional boundary of the City of Carpinteria. Each other jurisdiction shall be responsible for collecting the assessment (including any delinquencies, penalties and interest) from each of the lodging businesses located in the boundaries of the SBSCTBID. Except as provided herein, each commercial lodging operator shall report and remit the SBSCTBID assessments to its jurisdiction. Each jurisdiction shall take all reasonable efforts to collect the assessments from each lodging business.

Except for the City of Santa Barbara which shall also remit assessments collected from lodging businesses located in the City of Carpinteria, each jurisdiction shall forward the assessments to the Owners' Association which will have the responsibility of managing SBSCTBID programs as provided in this Management District Plan. Jurisdictions may charge a fee of no more than one percent (1%) of the amount collected to cover their administrative expenses, except the City of Santa Barbara may charge a fee of up to three percent (3%) to cover its administrative costs from the assessments it collects. If a jurisdiction so desires, penalties and interest collected on delinquent assessments may be retained by the local jurisdiction for costs associated with collection.

F. Annual Budget

The total six year improvement and service plan budget is below. The assessment rate increases in years three and five (2017 and 2019) of the District are taken into account to calculate the increases in 2017 and 2019. These amounts may fluctuate as sales and revenue increase at assessed businesses.

Year	Total Budget
2015	\$3,136,255
2016	\$3,136,255
2017	\$3,355,322
2018	\$3,355,322
2019	\$3,713,872
2020	\$3,713,872

VI. GOVERNANCE

A. Owners' Association

The City Council, through adoption of this Management District Plan, has the right, pursuant to Streets and Highways Code §36651, to identify the body that shall implement the proposed program, which shall be the Owners' Association of the SBSCTBID as defined in Streets and Highways Code §36614.5. The City Council has determined that Visit Santa Barbara will serve as the Owner's Association for the SBSCTBID. The President and CEO of VSB shall be charged with the day-to-day operations of the TBID. There shall be a TBID sub-committee charged with developing budgets and priorities for the TBID. The TBID committee shall be comprised of a diverse group taking into consideration the size of lodging properties and geographic area.

B. Brown Act and California Public Records Act Compliance

An Owners' Association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. The Owners' Association is, however, subject to government regulations relating to transparency, namely the Ralph M. Brown Act and the California Public Records Act. These regulations are designed to promote public accountability. The Owners' Association is considered a legislative body under the Ralph M. Brown Act (Government Code §54950 et seq.). Thus, meetings of the VSB board and certain committees must be held in compliance with the public notice and other requirements of the Brown Act. The Owners' Association is also subject to the record keeping and disclosure requirements of the California Public Records Act. Accordingly, the Owners' Association shall publicly report any action taken and the vote or abstention on that action of each member present for the action.

C. Annual Report

The VSB shall present an annual report at the end of each year of operation to the City Council pursuant to Streets and Highways Code §36650 (see Appendix 1). A copy of the annual report shall also be provided to the cities of Goleta and Carpinteria, and the County of Santa Barbara.

The annual report shall contain:

- Any proposed changes in the district boundaries;
- The improvements and activities to be provided for that fiscal year;
- An estimate of the cost of providing the improvements and activities in that fiscal year;
- The method and basis of levying the assessment in sufficient detail for each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year;
- The amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and
- The amount of any contributions to be made from sources other than assessments.

APPENDIX 1 – LAW

Property And Business Improvement District Law of 1994

Cal Sts & Hy Code § 36600 (2013)

*** This document is current through the 2014 Supplement ***
(All 2013 legislation)

§ 36600. Citation of part

This part shall be known and may be cited as the "Property and Business Improvement District Law of 1994."

§ 36601. Legislative findings and declarations

The Legislature finds and declares all of the following:

(a) Businesses located and operating within the business districts of this state's communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of the business districts of its cities in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow cities to fund business related improvements, maintenance, and activities through the levy of assessments upon the businesses or real property that benefits from those improvements.

(d) Assessments levied for the purpose of providing improvements and promoting activities that benefit real property or businesses are not taxes for the general benefit of a city, but are assessments for the improvements and activities which confer special benefits upon the real property or businesses for which the improvements and activities are provided.

§ 36602. Purpose of part

The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within a business improvement area. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

§ 36603. Preemption of authority or charter city to adopt ordinances levying assessments

Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this

part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

§ 36603.5. Part prevails over conflicting provisions

Any provision in this part that conflicts with any other provision of law shall prevail over the other provision of law.

§ 36604. Severability

This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

§ 36605. [Section repealed 2001.]

§ 36606. "Assessment"

"Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and promoting activities which will benefit the properties or businesses located within a property and business improvement district.

§ 36607. "Business"

"Business" means all types of businesses and includes financial institutions and professions.

§ 36608. "City"

"City" means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with *Section 6500*) of *Chapter 5 of Division 7 of Title 1 of the Government Code*, the public member agencies of which includes only cities, counties, or a city and county, or the State of California.

§ 36609. "City council"

"City council" means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

§ 36610. "Improvement"

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the area.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

§ 36611. "Property and business improvement district"; "District"

"Property and business improvement district," or "district," means a property and business improvement district established pursuant to this part.

§ 36612. "Property"

"Property" means real property situated within a district.

§ 36613. "Activities"

"Activities" means, but is not limited to, all of the following:

- (a) Promotion of public events which benefit businesses or real property in the district.
- (b) Furnishing of music in any public place within the district.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.
- (f) Activities which benefit businesses and real property located in the district.

§ 36614. "Management district plan"; "Plan"

"Management district plan" or "plan" means a proposal as defined in Section 36622.

§ 36614.5. "Owners' association"

"Owners' association" means a private nonprofit entity that is under contract with a city to administer or implement activities and improvements specified in the management district plan. An owners' association may be an existing nonprofit entity or a newly formed nonprofit entity. An owners' association is a private entity and may not be considered a public entity for any purpose, nor may its board members or staff be considered to be public officials for any purpose. Notwithstanding this section, an owners' association shall comply with the Ralph M. Brown Act (Chapter 9 (commencing with *Section 54950*) of *Part 1 of Division 2 of Title 5 of the Government Code*), at all times when matters within the subject matter of the district are heard, discussed, or deliberated, and with the California Public Records Act (Chapter 3.5 (commencing with *Section 6250*) of *Division 7 of Title 1 of the Government Code*), for all documents relating to activities of the district.

§ 36615. "Property owner"; "Business owner"; "Owner"

"Property owner" means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. "Business owner" means any person recognized by the city as the owner of the business. "Owner" means either a business owner or a property owner. The city council has no obligation to obtain other information as to the ownership of land or businesses, and its determination of ownership shall be final and conclusive for the purposes of this part. Wherever this part requires the signature of the property owner, the signature of the authorized agent of the property owner shall be sufficient. Wherever this part requires the signature of the business owner, the signature of the authorized agent of the business owner shall be sufficient.

§ 36616. "Tenant"

"Tenant" means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

§ 36617. Alternate method of financing certain improvements and activities; Effect on other provisions

This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with *Section 36500*) of this division) is valid and effective and is unaffected by this part.

§ 36620. Establishment of property and business improvement district

A property and business improvement district may be established as provided in this chapter.

§ 36620.5. Requirement of consent of city council

A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

§ 36621. Initiation of proceedings; Petition of property or business owners in proposed district

(a) Upon the submission of a written petition, signed by the property or business owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property or a business owned by the same property or business owner that is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property or business owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property or business owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

- (1) A map showing the boundaries of the district.
- (2) Information specifying where the complete management district plan can be obtained.
- (3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

(1) A brief description of the proposed activities and improvements, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property or businesses within the district, a statement as to whether bonds will be issued, and a description of the exterior boundaries of the proposed district. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements and activities and the location and extent of the proposed district.

(2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall be consistent with the requirements of Section 36623.

§ 36622. Contents of management district plan

The management district plan shall contain all of the following:

(a) If the assessment will be levied on property, a map of the district in sufficient detail to locate each parcel of property and, if businesses are to be assessed, each business within the district. If the assessment will be levied on businesses, a map that identifies the district boundaries in sufficient detail to allow a business owner to reasonably determine whether a business is located within the district boundaries. If the assessment will be levied on property and businesses, a map of the district in sufficient detail to locate each parcel of property and to allow a business owner to reasonably

determine whether a business is located within the district boundaries.

(b) The name of the proposed district.

(c) A description of the boundaries of the district, including the boundaries of benefit zones, proposed for establishment or extension in a manner sufficient to identify the affected lands and businesses included. The boundaries of a proposed property assessment district shall not overlap with the boundaries of another existing property assessment district created pursuant to this part. This part does not prohibit the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law, including, but not limited to, the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500)). This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with another business assessment district created pursuant to this part. This part does not prohibit the boundaries of a business assessment district created pursuant to this part to overlap with a property assessment district created pursuant to this part.

(d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof. If the improvements and activities proposed for each year of operation are the same, a description of the first year's proposed improvements and activities and a statement that the same improvements and activities are proposed for subsequent years shall satisfy the requirements of this subdivision.

(e) The total annual amount proposed to be expended for improvements, maintenance and operations, and debt service in each year of operation of the district. If the assessment is levied on businesses, this amount may be estimated based upon the assessment rate. If the total annual amount proposed to be expended in each year of operation of the district is not significantly different, the amount proposed to be expended in the initial year and a statement that a similar amount applies to subsequent years shall satisfy the requirements of this subdivision.

(f) The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property or business owner to calculate the amount of the assessment to be levied against his or her property or business. The plan also shall state whether bonds will be issued to finance improvements.

(g) The time and manner of collecting the assessments.

(h) The specific number of years in which assessments will be levied. In a new district, the maximum number of years shall be five. Upon renewal, a district shall have a term not to exceed 10 years. Notwithstanding these limitations, a district created pursuant to this part to finance capital improvements with bonds may levy assessments until the maximum maturity of the bonds. The management district plan may set forth specific increases in assessments for each year of operation of the district.

(i) The proposed time for implementation and completion of the management district plan.

(j) Any proposed rules and regulations to be applicable to the district.

(k) A list of the properties or businesses to be assessed, including the assessor's parcel numbers for properties to be assessed, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property or businesses, in proportion to the benefit received by the property or business, to defray the cost thereof, including operation and maintenance.

(l) Any other item or matter required to be incorporated therein by the city council.

§ 36623. Procedure to levy assessment

(a) If a city council proposes to levy a new or increased property assessment, the notice and protest and hearing procedure shall comply with *Section 53753 of the Government Code*.

(b) If a city council proposes to levy a new or increased business assessment, the notice and protest and hearing procedure shall comply with *Section 54954.6 of the Government Code*, except that notice shall be mailed to the owners of the businesses proposed to be assessed. A protest may be made orally or in writing by any interested person. Every written protest shall be filed with the clerk at or before the time fixed for the public hearing. The city council may waive any irregularity in the form or content of any written protest. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the city as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business or the authorized representative. A written protest that does not comply with this section shall not be counted in determining a majority protest. If written protests are received from the owners or authorized representatives of businesses in the proposed district that will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to levy the proposed assessment against such businesses, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(c) If a city council proposes to conduct a single proceeding to levy both a new or increased property assessment and a new or increased business assessment, the notice and protest and hearing procedure for the property assessment shall comply with subdivision (a), and the notice and protest and hearing procedure for the business assessment shall comply with subdivision (b). If a majority protest is received from either the property or business owners, that respective portion of the assessment shall not be levied. The remaining portion of the assessment may be levied unless the improvement or other special benefit was proposed to be funded by assessing both property and business owners.

§ 36624. Changes to proposed assessments

At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from the boundaries of the proposed property and business improvement district that will exclude territory that will not benefit from the proposed improvements or activities. Any modifications, revisions, reductions, or changes to the proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36627.

§ 36625. Resolution of formation

(a) If the city council, following the public hearing, decides to establish the proposed property and business improvement district, the city council shall adopt a resolution of formation that shall contain all of the following:

(1) A brief description of the proposed activities and improvements, the amount of the proposed assessment, a statement as to whether the assessment will be levied on property, businesses, or both within the district, a statement about whether bonds will be issued, and a description of the exterior boundaries of the proposed district. The descriptions and statements do not need to be detailed and shall be sufficient if they enable an owner to generally identify the nature and extent of the improvements and activities and the location and extent of the proposed district.

(2) The number, date of adoption, and title of the resolution of intention.

(3) The time and place where the public hearing was held concerning the establishment of the district.

(4) A determination regarding any protests received. The city shall not establish the district or levy assessments if a majority protest was received.

(5) A statement that the properties, businesses, or properties and businesses in the district established by the resolution shall be subject to any amendments to this part.

(6) A statement that the improvements and activities to be provided in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.

(7) A finding that the property or businesses within the area of the property and business improvement district will be benefited by the improvements and activities funded by the assessments proposed to be levied.

(b) The adoption of the resolution of formation and, if required, recordation of the notice and map pursuant to Section 36627 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan.

§ 36626. Resolution establishing district

If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36624, or has made changes that do not substantially change the proposed assessment, the city council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in paragraphs (1) to (8), inclusive, of subdivision (b) of Section 36625, but need not contain information about the preliminary resolution if none has been adopted.

§ 36626.5. [Section repealed 1999.]

§ 36626.6. [Section repealed 1999.]

§ 36626.7. [Section repealed 1999.]

§ 36627. Notice and assessment diagram

Following adoption of the resolution establishing district assessments on properties pursuant to

Section 36625 or Section 36626, the clerk of the city shall record a notice and an assessment diagram pursuant to Section 3114. No other provision of Division 4.5 (commencing with Section 3100) applies to an assessment district created pursuant to this part.

§ 36628. Establishment of separate benefit zones within district; Categories of businesses

The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone. If the assessment is to be levied on businesses, the city council may also define categories of businesses based upon the degree of benefit that each will derive from the improvements or activities to be provided within the district and may impose a different assessment or rate of assessment on each category of business, or on each category of business within each zone.

§ 36628.5. Assessments on businesses or property owners

The city council may levy assessments on businesses or on property owners, or a combination of the two, pursuant to this part. The city council shall structure the assessments in whatever manner it determines corresponds with the distribution of benefits from the proposed improvements and activities.

§ 36629. Provisions and procedures applicable to benefit zones and business categories

All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones or categories of business. The city council shall, to establish, modify, or disestablish a benefit zone or category of business, follow the procedure to establish, modify, or disestablish a property and business improvement district.

§ 36630. Expiration of district; Creation of new district

If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and a new district established pursuant to this part.

§ 36631. Time and manner of collection of assessments; Delinquent payments

The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution levying the assessment. Assessments levied on real property may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment. All delinquent payments for assessments levied pursuant to this part shall be charged interest and penalties.

§ 36632. Assessments to be based on estimated benefit; Classification of real property and businesses; Exclusion of residential and agricultural property

(a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Assessments levied on businesses pursuant to this part shall be levied on the basis of the estimated benefit to the businesses within the property and business improvement district. The city council may classify businesses for purposes of determining the benefit to the businesses of the improvements and activities provided pursuant to this part.

(c) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

§ 36633. Time for contesting validity of assessment

The validity of an assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the resolution levying the assessment is adopted pursuant to Section 36626. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

§ 36634. Service contracts authorized to establish levels of city services

The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

§ 36635. Request to modify management district plan

The owners' association may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

§ 36636. Modification of plan by resolution after public hearing; Adoption of resolution of intention; Modification of improvements and activities by adoption of resolution after public hearing

(a) Upon the written request of the owners' association, the city council may modify the management district plan after conducting one public hearing on the proposed modifications. The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. If the modification includes the levy of a new or increased assessment, the city council shall comply with Section 36623. Notice of all other public meetings and public hearings pursuant to this section shall comply with both of the following:

(1) The resolution of intention shall be published in a newspaper of general circulation in the city once at least seven days before the public meeting.

(2) A complete copy of the resolution of intention shall be mailed by first class mail, at least 10

days before the public meeting, to each business owner or property owner affected by the proposed modification.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 90 days after the adoption of the resolution of intention.

§ 36637. Reflection of modification in notices recorded and maps

Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100), in a manner consistent with the provisions of Section 36627.

§ 36640. Bonds authorized; Procedure; Restriction on reduction or termination of assessments

(a) The city council may, by resolution, determine and declare that bonds shall be issued to finance the estimated cost of some or all of the proposed improvements described in the resolution of formation adopted pursuant to Section 36625, if the resolution of formation adopted pursuant to that section provides for the issuance of bonds, under the Improvement Bond Act of 1915 (Division 10 (commencing with Section 8500)) or in conjunction with Marks-Roos Local Bond Pooling Act of 1985 (Article 4 (commencing with *Section 6584*) of *Chapter 5 of Division 7 of Title 1 of the Government Code*). Either act, as the case may be, shall govern the proceedings relating to the issuance of bonds, although proceedings under the Bond Act of 1915 may be modified by the city council as necessary to accommodate assessments levied upon business pursuant to this part.

(b) The resolution adopted pursuant to subdivision (a) shall generally describe the proposed improvements specified in the resolution of formation adopted pursuant to Section 36625, set forth the estimated cost of those improvements, specify the number of annual installments and the fiscal years during which they are to be collected. The amount of debt service to retire the bonds shall not exceed the amount of revenue estimated to be raised from assessments over 30 years.

(c) Notwithstanding any other provision of this part, assessments levied to pay the principal and interest on any bond issued pursuant to this section shall not be reduced or terminated if doing so would interfere with the timely retirement of the debt.

§ 36641. [Section repealed 2001.]

§ 36642. [Section repealed 2001.]

§ 36643. [Section repealed 2001.]

§ 36650. Report by owners' association; Approval or modification by city council

(a) The owners' association shall cause to be prepared a report for each fiscal year, except the first year, for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report. The owners' association's first report shall be due after the first year of operation of the district. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the

district, the basis and method of levying the assessments, and any changes in the classification of property, including any categories of business, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefit zones or classification of property or businesses within the district.

(2) The improvements and activities to be provided for that fiscal year.

(3) An estimate of the cost of providing the improvements and the activities for that fiscal year.

(4) The method and basis of levying the assessment in sufficient detail to allow each real property or business owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property or business for that fiscal year.

(5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

(6) The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the owners' association or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36635 and 36636.

The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments, including any commitment to pay principal and interest on any bonds issued on behalf of the district.

§ 36651. Designation of owners' association to provide improvements and activities

The management district plan may, but is not required to, state that an owners' association will provide the improvements or activities described in the management district plan. If the management district plan designates an owners' association, the city shall contract with the designated nonprofit corporation to provide services.

§ 36660. Renewal of district; Transfer or refund of remaining revenues; District term limit

(a) Any district previously established whose term has expired, may be renewed by following the procedures for establishment as provided in this chapter.

(b) Upon renewal, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be transferred to the renewed district. If the renewed district includes additional parcels or businesses not included in the prior district, the remaining revenues shall be spent to benefit only the parcels or businesses in the prior district. If the renewed district does not include parcels or businesses included in the prior district, the remaining revenues attributable to these parcels shall be refunded to the owners of these parcels or businesses.

(c) Upon renewal, a district shall have a term not to exceed 10 years, or, if the district is authorized to issue bonds, until the maximum maturity of those bonds. There is no requirement that

the boundaries, assessments, improvements, or activities of a renewed district be the same as the original or prior district.

§ 36670. Circumstances permitting disestablishment of district; Procedure

(a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment.

(2) During the operation of the district, there shall be a 30-day period each year in which assesses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners or authorized representatives of real property or the owners or authorized representatives of businesses in the area who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city council shall notice a hearing on disestablishment.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The notice of the hearing on disestablishment required by this section shall be given by mail to the property owner of each parcel or to the owner of each business subject to assessment in the district, as appropriate. The city shall conduct the public hearing not less than 30 days after mailing the notice to the property or business owners. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention.

§ 36671. Refund of remaining revenues upon disestablishment or expiration without renewal of district; Calculation of refund; Use of outstanding revenue collected after disestablishment of district

(a) Upon the disestablishment or expiration without renewal of a district, any remaining revenues, after all outstanding debts are paid, derived from the levy of assessments, or derived from the sale of assets acquired with the revenues, or from bond reserve or construction funds, shall be refunded to the owners of the property or businesses then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished or expires. All outstanding assessment revenue collected after disestablishment shall be spent on improvements and activities specified in the management district plan.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund.

APPENDIX 2 – ASSESSED BUSINESSES

1220 SHORELINE DRIVE	790 E COLORADO BLVD STE 600	PASADENA	CA	91101-2186
126 W DE LA GUERRA	421 CALLE PALO COLORADO	SANTA BARBARA	CA	93105-2748
1403 ALAMEDA PADRE SERRA	3006 BEE CAVES RD STE D310	AUSTIN	TX	78746-5753
1735 OLIVE STREET	3006 BEE CAVES RD STE D310	AUSTIN	TX	78746-5753
212 NATOMA AVE UPSTAIRS	536 PINTURA DR	SANTA BARBARA	CA	93111-1829
416 EAST ANAPAMU STREET LLC	1415 FULTON RD STE 205 PMB 195	SANTA ROSA	CA	95403-7661
815 GARDEN STREET	3006 BEE CAVES RD STE D310	AUSTIN	TX	78746-5753
826 HOMESTEAD	826 DOLORES DR	SANTA BARBARA	CA	93109-1612
A WHITE JASMINE INN	1327 BATH STREET	SANTA BARBARA	CA	93101
AAE VACATION RENTALS	111 N MILPAS ST	SANTA BARBARA	CA	93103-3303
AARONS, RACHEL	2735 LAS ENCINAS RD	SANTA BARBARA	CA	93105
ABERCROMBIE, STEWART	2125 REFUGIO RD	GOLETA	CA	93117
ABLITT HOUSE	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
ABUNDANT PARADISE	1645 SHORELINE DR	SANTA BARBARA	CA	93109-2023
ACORN	1166 CANYON TRL	TOPANGA	CA	90290-3604
ADAM WILSON	205 CALLE GRANADA	SANTA BARBARA	CA	93105-2701
AGAVE INN	3222 STATE STREET	SANTA BARBARA	CA	93105
ALAMAR MOTEL	102 W. CABRILLO BLVD	SANTA BARBARA	CA	93101
ALDWINCKLE VACATION RENTAL	2309 WHITE AVE	SANTA BARBARA	CA	93109-1250
ALEXIS NORLING	612 CALLE DEL ORO	SANTA BARBARA	CA	93109-1603
AMSS, LLC GALLETLY	210 SOUTH ORANGE GROVE	PASADENA	CA	91105
AMY MALAK	360 PINE TREE LANE	MONROVIA	CA	91016
ANACAPA VILLAS	622 ANACAPA STREET	SANTA BARBARA	CA	93101
ANDERSON, MICHAEL & HILARY	2255 LAS CANOAS ROAD	SANTA BARBARA	CA	93105
ARMSTRONG VACATION RENTAL	1211 DEL ORO AVE	SANTA BARBARA	CA	93109-2105

ARNESON, PAMELA & ERIC	1345 VIRGINIA RD	SANTA BARBARA	CA	93108
ARTHUR MCNARY	3762 LINCOLNWOOD DR	SANTA BARBARA	CA	93110-2505
AUBREY, JAMEE	PO BOX 3768	SANTA BARBARA	CA	93130
AUSTIN, BETTY	1221 CHAPALA ST 2ND FLOOR	SANTA BARBARA	CA	93101
AVANIA INN OF SANTA BARBARA	128 CASTILLO STREET	SANTA BARBARA	CA	93101
BABCOCK, BRYAN & LISA	PO BOX 637	LOMPOC	CA	93438
BACARA RESORT & SPA	8301 HOLLISTER AVE	GOLETA	CA	93117
BAMA AND BAMPA TRUST	4915 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
BARBARA RUH	2076 VERMONT RD	VAIL	CO	81657-3996
BATH STREET INN BED & BREAKFAST	1720 BATH STREET	SANTA BARBARA	CA	93101
BEACH HOUSE INN & APARTMENTS	320 W. YANONALI	SANTA BARBARA	CA	93101
BEACH LIGHT HOME	340 POR LA MAR CIR	SANTA BARBARA	CA	93103-3790
BEACH WALK COTTAGE	3150 SE BELMONT ST	PORTLAND	OR	97214-4029
BEAUTIFUL SB GETAWAY	929 W MICHELTORENA ST	SANTA BARBARA	CA	93101-4711
BELL, KAREN	1500 PALMA DRIVE	VENTURA	CA	93003
BELMOND EL ENCANTO	800 ALVARADO PLACE	SANTA BARBARA	CA	93103
BEST WESTERN BEACHSIDE INN	336 W. CABRILLO BLVD.	SANTA BARBARA	CA	93101
BEST WESTERN INN 332	1933 CLIFF DRIVE SUITE 1	SANTA BARBARA	CA	93109
BEST WESTERN PLUS CARPINTERIA INN	4558 CARPINTERIA AVE	CARPINTERIA	CA	93013
BEST WESTERN PLUS ENCINA LODGE & SUITES	2220 BATH ST.	SANTA BARBARA	CA	93105
BEST WESTERN PLUS PEPPER TREE INN	3850 STATE STREET	SANTA BARBARA	CA	93105
BEST WESTERN PLUS SOUTH COAST INN	5620 CALLE REAL	GOLETA	CA	93117
BIANCHI VACATION RENTAL	1311 SUFFIELD LN	BAKERSFIELD	CA	93312-4681
BLUE SANDS MOTEL	421 S. MILPAS STREET	SANTA BARBARA	CA	93103
BOLT, LAURI	2380 SYCAMORE CANYON RD	SANTA BARBARA	CA	93108
BRADLEY BENNETT VACATION RENTAL	621 CHIQUITA RD	SANTA BARBARA	CA	93103-2541
BRET NIELSEN	101 THE GROVE DRIVE	LOS ANGELES	CA	90036
BRIDGET BARNES	1155 NORTH CENTRAL AVENUE	GLENDALE	CA	91202
BRISAS DEL MAR INN AT THE BEACH	223 CASTILLO STREET	SANTA BARBARA	CA	93101
CABANISS INVESTMENTS	5913 DIAMOND OAKS	BAKERSFIELD	CA	93306
CABRILLO INN AT THE BEACH	931 E. CABRILLO BLVD	SANTA BARBARA	CA	93103
CANARY HOTEL	31 WEST CARRILLO STREET	SANTA BARBARA	CA	93101
CARLOS DE LOS RIOS	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
CAROL COPE	421 VISTA DE LA PLAYA LN	SANTA BARBARA	CA	93109-1701
CAROL PINTO	3677 EILEEN WAY	SANTA BARBARA	CA	93105-2509
CAROLINA PIERPONT	PO BOX 332	SUMMERLAND	CA	93067-0332
CARON MILLER	112 1/2 W MICHELTORENA ST	SANTA BARBARA	CA	93101-8557

CARPINTERIA SHORES	4975 SANDYLAND ROAD	CARPINTERIA	CA	93013
CASA & CASITA ORILLA DEL MAR	5073 ELLA LN	SANTA BARBARA	CA	93111-2604
CASA ALISOS	919 N ALISOS ST	SANTA BARBARA	CA	93103-2405
CASA DAS PALMAS	3359 BRAEMAR DR	SANTA BARBARA	CA	93109-1012
CASA DE FIORI	29 WASHINGTON SQUARE WEST #10A	NEW YORK	NY	10011-0000
CASA DEL MAR INN	18 BATH STREET	SANTA BARBARA	CA	93101
CASA DEL MAR VACATION RENTAL	3264 MURRAY WAY	PALO ALTO	CA	94303-4149
CASA DEL SOL	5585 CARPINTERIA AVE	CARPINTERIA	CA	93013
CASA DEL SOL MOTEL	5585 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
CASA MERIDIAN	24 LLANDILLO RD	HAVERTOWN	PA	19083-4708
CASA PUERTA ROJA	PO BOX 524	SANTA BARBARA	CA	93102-0524
CASA SAN MIGUEL	1414 SAN MIGUEL AVE	SANTA BARBARA	CA	93109-2045
CASA TAMARINDO	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
CASITAS OCEANO	319 OCEANO AVE	SANTA BARBARA	CA	93109-2220
CASTILLO INN	22 CASTILLO STREET	SANTA BARBARA	CA	93101
CATHERINE MOODY	4707 FOURTH STREET	CARPINTERIA	CA	93013
CAVA, FRANCESCA	854 JIMENO RD	SANTA BARBARA	CA	93103
CAVA, MELANIE & TODD DREVO	779 AYALA LANE	SANTA BARBARA	CA	93108
CELENE DABNEY DBA WATERMARK	6059 SUTTER ST	VENTURA	CA	93003
CELENE DABNEY DBA WATERMARK	6059 SUTTER ST	VENTURA	CA	93003
CELENE DABNEY DBA WATERMARK	6059 SUTTER ST	VENTURA	CA	93003
CELENE DABNEY DBA WATERMARK	6059 SUTTER ST	VENTURA	CA	93003
CERVANTES VACATION RENTAL	924 LAGUNA ST STE B	SANTA BARBARA	CA	93101-1405
CHAN, CHRISTINE	897 SAN ANTONIO CREEK RD	SANTA BARBARA	CA	93111
CHAPALA GARDENS	118 CHAPALA ST APT 1	SANTA BARBARA	CA	93101-5224
CHARBONNET, MIKE	760 LADERA LANE	SANTA BARBARA	CA	93108
CHARMING SPANISH BUNGALOW	1005 EAST ST	SANTA BARBARA	CA	93103-2420
CHESHIRE CAT INN AND COTTAGES	36 W. VALERIO STREET	SANTA BARBARA	CA	93101
CHRISTOPHER HASKELL	105 LA VISTA GRANDE	SANTA BARBARA	CA	93103-2817
CIRCLE BAR B GUEST RANCH & STABLES	1800 REFUGIO RD	GOLETA	CA	93117
CITY LIGHTS	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
CITY VIEW	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
CITYSCAPE	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
CLAIRE ROBERTS	3330 FOOTHILL ROAD	CARPINTERIA	CA	93013
CLASSIC CRAFTSMAN COTTAGE	2461 CALLE ALMONTE	SANTA BARBARA	CA	93109-1121
CLAYTON STANFORD	PO BOX 658	SANTA BARBARA	CA	93102-0658

CLIFF O'SULLIVAN	616 PEARRE SPRINGS WAY	FRANKLIN	TN	37064-4889
COAST VILLAGE INN	1188 COAST VILLAGE ROAD	MONTECITO	CA	93108
COASTAL HIDEAWAYS	1211 COAST VILLAGE RD STE 4	SANTA BARBARA	CA	93108-2745
COASTAL HIDEAWAYS, INC	1211 COAST VILLAGE RD STE 4	SANTA BARBARA	CA	93108
COASTAL PROPERTIES	1086 COAST VILLAGE ROAD	MONTECITO	CA	93108
COASTAL PROPERTIES	1086 COAST VILLAGE RD	SANTA BARBARA	CA	93108
COTA STREET STUDIOS LLC	531 CHAPALA ST UNIT E	SANTA BARBARA	CA	93101-3421
COTTAGES AT WEST BEACH	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
COURTYARD BY MARRIOTT SANTA BARBARA/GOLETA	401 STORKE RD	GOLETA	CA	93117
CRAFTSMAN COTTAGE	3463 STATE ST # 531	SANTA BARBARA	CA	93105-2662
CRESTLINE HOUSE	2760 WILLIAMS WAY	SANTA BARBARA	CA	93105-2149
CURLEY VACATION RENTAL	1615 EL VERANO WAY	BELMONT	CA	94002-3626
D & D LEASING LP	3040 WINLOCK WAY	GRANITE BAY	CA	95746-7218
D B RICHARDS	4095 CERRITO LN	SANTA BARBARA	CA	93110-1201
DAVID BLACKBURN	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
DAVID BLACKBURN	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
DAVID BLACKBURN	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
DAVID BLACKBURN	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
DAVID BLACKBURN	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
DAVID BOLTON	PO BOX 24132	SANTA BARBARA	CA	93121-4132
DAYS INN SANTA BARBARA	116 CASTILLO STREET	SANTA BARBARA	CA	93101
DEALY, CATHERINE & PETER	1482 EAST VALLEY RD #245	SANTA BARBARA	CA	93108
DENNIS MAUL	2729 21ST STREET	BAKERSFIELD	CA	93312
DINKLAGE-PHILLIPS VACA RENTAL	1273 VERONICA SPRINGS RD	SANTA BARBARA	CA	93105-4535
DOLPHIN VISTA	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
DOMINIC, ANDREA	1187 COAST VILLAGE RD #413	SANTA BARBARA	CA	93108
DON AND JOANNES HATHAWAY	4915 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
DON AND PATTI CAMPBELL	650 PALM AVENUE	CARPINTERIA	CA	93013
DUNAWAY, ANNE-MARIE & SCOTT	658 LILAC DRIVE	SANTA BARBARA	CA	93108
E A KELLER	1991 LAS CANOAS RD	SANTA BARBARA	CA	93105-2350
EAGLE INN	232 NATOMA AVE.	SANTA BARBARA	CA	93101
EAST BEACH COTTAGES	1415 CANTERA AVE	SANTA BARBARA	CA	93110-2402
EAST BEACH VILLA	PO BOX 11356	SPOKANE VALLEY	WA	99211-1356
EATON, DARRYL & ISA	960 ANDANTE ROAD	SANTA BARBARA	CA	93105
EL CAPITAN CANYON	11560 CALLE REAL	GOLETA	CA	93117
ELLIS FEINSTEIN	340 WHITE OAK CIR	MEDFORD	OR	97504-7737
EMILY GALLO	1166 STANLEY AVENUE	CHICO	CA	95928
EUGENIA MOTEL	4575 FOOTHILL ROAD	CARPINTERIA	CA	93013
EXTENDED STAY AMERICA	4870 CALLE REAL	GOLETA	CA	93117
EYEARS, COLETTE	647 TABOR LANE	SANTA BARBARA	CA	93108
FERRARA RENTAL	33 GLEN HAVEN RDG	SOQUEL	CA	95073-9430

FIESTA INN & SUITES	1816 STATE STREET	SANTA BARBARA	CA	93101
FLYNN, DAVID & CARLA	2126 EAST VALLEY RD	SANTA BARBARA	CA	93108
FOUR SEASONS RESORT THE BILTMORE SANTA BARBARA	1260 CHANNEL DR	SANTA BARBARA	CA	93108
FOX VACATION RENTAL	301 EL CAMINO REAL	VALLEJO	CA	94590-3417
FRANCIS, NORI BURK	755 CHIPETA DR	RIDGWAY	CO	81432
FRANCISCAN INN	109 BATH STREET	SANTA BARBARA	CA	93101
FRITZEN	2514 ORELLA ST	SANTA BARBARA	CA	93105-3811
GADDIS VACATION RENTAL	2000 ALASKAN WAY APT 156	SEATTLE	WA	98121-2199
GARDEN RETREAT	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
GARLAND SALZGEBER	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
GARY & JEANNE O'BRIEN	934 W MICHELTORRENA ST	SANTA BARBARA	CA	93101-4712
GATTO RESIDENCE	1448 CRESTLINE DR	SANTA BARBARA	CA	93105-4609
GERLACH, KARI ANN	5277 AUSTIN RD	SANTA BARBARA	CA	93111
GILBERT HOUSE	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
GILKESON, ANNETTE	5292 AUSTIN ROAD	SANTA BARBARA	CA	93111
GIN'S COTTAGE	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
GLEDHILL, DAVID	1040 MISSION CANYON ROAD	SANTA BARBARA	CA	93105
GOETZ	3147 ISLAND VIEW DR	VENTURA	CA	93003-1027
GRACE JACKSON	4044 WADE STREET	LOS ANGELES	CA	90066
GRAYER FAMILY TRUST	14903 VALLEY VISTA BLVD.	SHERMAN OAKS	CA	91403
GRAYER FAMILY TRUST	14903 VALLEY VISTA BLVD.	SHERMAN OAKS	CA	91403
GREEN, DAVID	1377 SCHOOL HOUSE RD	SANTA BARBARA	CA	93108
GRIMM INVESTMENTS, LLC	1379 EAST VALLEY RD	SANTA BARBARA	CA	93108
GRUA, MICHAEL	5589 W CAMINO CIELO	SANTA BARBARA	CA	93105
H & J SAN MIGUEL LLC	3870 BIRCHWOOD DR	BOULDER	CO	80304-1419
HAMPTON INN, GOLETA	5665 HOLLISTER AVE	GOLETA	CA	93117
HARBOR HOUSE INN	104 BATH STREET	SANTA BARBARA	CA	93101
HARBOR RETREAT	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
HARBOR VIEW INN	28 W. CABRILLO BLVD	SANTA BARBARA	CA	93101
HARBOR WALK COTTAGE INC	27887 SKYCREST CIRCLE DR	VALENCIA	CA	91354-1409
HAYNES, TERRY	1684 MEDICINE BOW RD	ASPEN	CO	81611
HEIDI STILWELL & SUSIE BIGELOW	10805 SAPPHIRE VISTA AVE	LAS VEGAS	NV	89144-4153
HELEN SEABORNE	4915 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
HILLTOP ADOBE	1420 LA CIMA RD	SANTA BARBARA	CA	93101-4934
HILLTOP VILLA	1557 LA CRESTA CIR	SANTA BARBARA	CA	93109-1741
HOLIDAY INN EXPRESS	8400 SUNSET BLVD	LOS ANGELES	CA	90069
HOLIDAY INN EXPRESS - HOTEL VIRGINIA	17 W. HALEY STREET	SANTA BARBARA	CA	93101
HOLIDAY INN EXPRESS HOTEL & SUITES	5606 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
HOLIDAY LODGE	2825 STATE STREET	SANTA BARBARA	CA	93105
HOTEL 864	864 HIGHLAND DR APT 2	SANTA BARBARA	CA	93109-1338

HOTEL INDIGO SANTA BARBARA	121 STATE STREET	SANTA BARBARA	CA	93101
HOTEL MILO	202 WEST CABRILLO BLVD.	SANTA BARBARA	CA	93101
HOTEL SANTA BARBARA	533 STATE STREET	SANTA BARBARA	CA	93101
HUMPHREYS, CRYSTAL	2835 IVORY AVE	SIMI VALLEY	CA	93063
HYATT SANTA BARBARA	1111 E. CABRILLO BLVD	SANTA BARBARA	CA	93103
IN TOWN CONTEMPORARY	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
INGA FRICK	827 ORANGE AVE	SANTA BARBARA	CA	93101-4418
INN AT EAST BEACH	1029 ORILLA DEL MAR	SANTA BARBARA	CA	93103
INN BY THE HARBOR	433 WEST MONTECITO STREET	SANTA BARBARA	CA	93101
INN IN SANTA BARBARA	26 E. HALEY STREET	SANTA BARBARA	CA	93101
INN ON SUMMER HILL & SPA	2520 LILLIE AVE	SUMMERLAND	CA	93067
INVITED HOME SANTA BARBARA LLC	403 E GUTIERREZ ST	SANTA BARBARA	CA	93101-1708
INVITED HOME, SANTA BARBARA	1401 WALNUT ST SUITE 100	BOULDER	CO	80302
ISLAND VIEW COTTAGE	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
ISLAND VIEW NEST	233 COOPER RD	SANTA BARBARA	CA	93109-1809
JAN GRIFFIN	1542 SANTA ROSA AVE	SANTA BARBARA	CA	93109-2067
JANET GANDER GUY	328 W VALERIO ST	SANTA BARBARA	CA	93101-2932
JANIE RAE WEBB RENTAL	2515 BANK ST	BAKERSFIELD	CA	93304-2624
JASON STREATFEILD LUXURY ESTATES	1187 COAST VILLAGE RD #1-209	SANTA BARBARA	CA	93108
JED AND KATHY HIRSCH	3324 STATE STREET SUITE E	SANTA BARBARA	CA	93105
JED AND KATHY HIRSCH	3324 STATE STREET SUITE E	SANTA BARBARA	CA	93105
JEFFREY CROSBY	2700 156TH AVE NE STE 100	BELLEVUE	WA	98007-6554
JODY HOGENTGLER	302 ARGONNE CIR	SANTA BARBARA	CA	93105-2700
JOESPH HUDD	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
JOHN MCEVOY	1625 SHORELINE DR	SANTA BARBARA	CA	93109-2023
JOHN MCGEE	1695 MONARCH DR	SANTA YNEZ	CA	93460-9738
JOSE CUAN	211 EAST SURFSIDE DRIVE	PORT HUENEME	CA	93041
JULIE & DON RENTAL	2506 STATE ST	SANTA BARBARA	CA	93105-3564
KATHY SIMON	1631 EL RITO AVENUE	GLENDALE	CA	91208
KATHY SIMON	1631 EL RITO AVENUE	GLENDALE	CA	91208
KATHY SIMON	1631 EL RITO AVENUE	GLENDALE	CA	91208
KELLAMS, DAVID & VICTORIA	1030 VERONICA SPRINGS RD	SANTA BARBARA	CA	93105
KEVIN & SONIA CONNORS	231 OLIVER RD	SANTA BARBARA	CA	93109-1972
KIRKHART, MARY & MARK	1426 GREENWORTH PL	SANTA BARBARA	CA	93108
KLEIN, ROBERT	2910 HOLLY ROAD	SANTA BARBARA	CA	93105
KNUST, LISA	170 HERMOSILLO DR	SANTA BARBARA	CA	93108
KOOP, CHASE & CASSIE	197 NOGAL DRIVE	SANTA BARBARA	CA	93110
KRAYNYK, RICKY	501 VIA TRANQUILA	SANTA BARBARA	CA	93110
KRISTEN WALKER	718 MISSION CANYON RD # A	SANTA BARBARA	CA	93105-2913
KURT CONDIE VACATION RENTAL	226 CALLE GRANADA	SANTA BARBARA	CA	93105-2702

LA QUINTA INN & SUITES	1601 STATE STREET	SANTA BARBARA	CA	93101
LA VILLA JARDIN	26 W MISSION ST STE 3	SANTA BARBARA	CA	93101-2432
LAGUNA COTTAGE	1624 LAGUNA ST	SANTA BARBARA	CA	93101-1130
LARRY SCOTT	PO BOX 336	OJAI	CA	93024
LARSEN, DANA & LIZ	3846 CRESCENT DR	SANTA BARBARA	CA	93110
LARSON, DAVID & TRACY	111 E VICTORIA ST, 2ND FL	SANTA BARBARA	CA	93101
LAS TUNAS PROPERTIES	16352 34TH AVE NE	LAKE FOREST PARK	WA	98155-6510
LAVENDER INN BY THE SEA	206 CASTILLO STREET	SANTA BARBARA	CA	93101
LE CASE LLC	2267 AUGUSTA ST	SAN LUIS OBISPO	CA	93401-4501
LEMON TREE INN	2819 STATE STREET	SANTA BARBARA	CA	93105
LEVINSON-SOKOLOVE	6 SPRINGBRIAR LN	BALTIMORE	MD	21208-3410
LILY HAVEN	3463 STATE ST # 531	SANTA BARBARA	CA	93105-2662
LINKER, GARY & VICTORIA	320 MALAGA DRIVE	SANTA BARBARA	CA	93108
LISA AND MICHAEL MARTYN	2212 SHERINGHAM ROAD	COLUMBUS	OH	43220
LISA LESLIE	4921 NINTH STREET	CARPINTERIA	CA	93013
LITTLE PALM COTTAGE LLC	315 MEIGS RD STE A253	SANTA BARBARA	CA	93109-1900
LOUISE VAN PATTEN	11325 DILLING ST	STUDIO CITY	CA	91602-3307
LYNDA UNTERTHINER	PO BOX 4517	SANTA BARBARA	CA	93140-4517
LYNN ROBINSON	946 CALLE CORTITA	SANTA BARBARA	CA	93109-1205
MACCORKLE, CAROL	36 MANSION COURT	MENLO PARK	CA	94025
MADALINE SABOVICH HAHN	11614 CHAMPIONS AVENUE	BAKERSFIELD	CA	93312
MAGNOLIA COTTAGE	161 HERMOSILLO RD	SANTA BARBARA	CA	93108-2414
MARIA RICHARDSON	871 ROBB RD	PALO ALTO	CA	94306-3730
MARILYN SCHLESINGER C/O LAURIE MYHRE	11120 QUEENSLAND STREET #46	LOS ANGELES	CA	90034
MARILYN'S BEACH HOUSE	620 FLORA VISTA DR	SANTA BARBARA	CA	93109-1106
MARINA BEACH MOTEL	21 BATH STREET	SANTA BARBARA	CA	93101
MARINA SHORES LP	4681 SIERRA MADRE ROAD	SANTA BARBARA	CA	93110
MARK AND MICHELLE SAPYTA	2306 WEST OAK STREET UNIT A	BURBANK	CA	91503
MARY BELLE HOLLEY	14550 TORREY CHASE BLVD STE 100	HOUSTON	TX	77014-1031
MASON BEACH INN	324 W. MASON	SANTA BARBARA	CA	93101
MASON VACATIONAL RENTAL	924 LAGUNA ST # B	SANTA BARBARA	CA	93101-1405
MCBRIDE, EMILY	1250 COAST VILLAGE RD	SANTA BARBARA	CA	93108
MCMICHAEL TRUST	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
MEARES HOUSE	301 OLIVER RD	SANTA BARBARA	CA	93109-1939
MEMY OCCUPIED	PO BOX 2711	SANTA BARBARA	CA	93120-2711
MESA DELIGHT	309 LOYOLA DR	SANTA BARBARA	CA	93109-2013
MESA JEWEL	1358 SAN RAFAEL AVE	SANTA BARBARA	CA	93109-2052
MESA PARADISE	1314 PARKINSON AVE	PALO ALTO	CA	94301-3452
MICHAEL J. HOFFMAN	1016 OLIVE ST	SANTA BARBARA	CA	93101-1409
MICHAEL MELUSKY	4003 VIA DIEGO APT A	SANTA BARBARA	CA	93110-1472
MICHAEL QUIQLEY	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013

MIKE & ROSE VACATION RENTAL	1333 CLIFF DR	SANTA BARBARA	CA	93109-1729
MOGUL HOLDINGS CORP	510 CASTILLO ST STE 102	SANTA BARBARA	CA	93101
MOLLY KELLOGG	3061 CALLE NOGUERA	SANTA BARBARA	CA	93105-2822
MONICA MICHALAK	20922 MISSION LN	HUNTINGTON BEACH	CA	92646-6136
MONTECITO INN	1295 COAST VILLAGE ROAD	SANTA BARBARA	CA	93108
MONTESANO, ARLENE	937 CIMA LINDA LANE	SANTA BARBARA	CA	93108
MOORE-STURGEON HOUSE	1588 LA CORONILLA DR	SANTA BARBARA	CA	93109-1716
MOSBY, STEVE	294 BITTERROOT DR	LEWISTOWN	MT	59457
MOTEL 6	5897 CALLE REAL	GOLETA	CA	93117
MOTEL 6 #2	3505 STATE STREET	SANTA BARBARA	CA	93105
MOTEL 6 CARPINTERIA AVENUE LP 1353	P O BOX 117508	CARROLLTON	TX	75011
MOTEL 6 SANTA BARBARA BEACH	443 CORONA DEL MAR	SANTA BARBARA	CA	93103
MOTEL 6 VIA REAL LP 0346	P O BOX 117508	CARROLLTON	TX	75011-7508
MOTEL 6, CARPINTERIA NORTH	5550 CARPINTERIA AVE	CARPINTERIA	CA	93013
MOTEL 6, CARPINTERIA SOUTH	4200 VIA REAL	CARPINTERIA	CA	93013
MOYER, TOM	3905 STATE ST #179	SANTA BARBARA	CA	93105
MYRON COOK	4921 9TH STREET	CARPINTERIA	CA	93013
NANCY AND BOB SCHRIENER	27 WEST ANAPAMU STREET #228	SANTA BARBARA	CA	93101
NELSON, DOROTHY	4656 VINTAGE RANCH LANE	SANTA BARBARA	CA	93110
NEWENDORP VACATION RENTAL	136 OLIVER RD	SANTA BARBARA	CA	93109-1973
NEWMAN FAMILY HOME	2220 CARLTON WAY	SANTA BARBARA	CA	93109-1881
NIMMER, LARRY & DAVID	5296 EL CARRO LANE	CARPINTERIA	CA	93013
NURAY, FATIMA	PO BOX 5512	SANTA BARBARA	CA	93150
OASIS INN & SUITES	3344 STATE STREET	SANTA BARBARA	CA	93105
O'BRIEN, GREG	2937 GLEN ALBYN DR	SANTA BARBARA	CA	93105
OCEAN BREEZE	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
OCEAN BREEZE STUDIO	127 COOPER RD	SANTA BARBARA	CA	93109-1807
OCEANS 6 LLC	505 N. FARROW STREET	BOISE	ID	83713
OHANIAN, DINO & FLORIDA	PO BOX 50132	SANTA BARBARA	CA	93150
OLD YACHT CLUB INN	431 CORONA DEL MAR DR.	SANTA BARBARA	CA	93103
OLD YACHT CLUB INN LLC	430 CORONA DEL MAR	SANTA BARBARA	CA	93103-3602
ORANGE TREE INN	1920 STATE STREET	SANTA BARBARA	CA	93101
ORSUA, JOYCE	1900 REFUGIO ROAD	GOLETA	CA	93117
PACIFIC CREST INN BY THE SEA	433 CORONA DEL MAR DR.	SANTA BARBARA	CA	93103
PACIFIC PEACE	275 EL CIELITO RD	SANTA BARBARA	CA	93105-2306
PACIFICA SUITES SANTA BARBARA	5490 HOLLISTER AVE	SANTA BARBARA	CA	93111

PAINTED PONY BUNGALOW	1627 CALLE CANON	SANTA BARBARA	CA	93101-4900
PAPE, NANCY	1335 40TH STREET	SACRAMENTO	CA	93067
PARADISE RETREATS	16 E. ARRELLAGA ST	SANTA BARBARA	CA	93101
PARADISE RETREATS	16 EAST ARRELLAGA	SANTA BARBARA	CA	93101
PARADISE RETREATS	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101
PARKSIDE INN	424 POR LA MAR	SANTA BARBARA	CA	93103
PARRIS, WILLIAM	510 CASTILLO ST #320	SANTA BARBARA	CA	93101
PAUL & JULIE CRAIG	100 PALM TREE LANE	SANTA BARBARA	CA	93108
PAUL ERICKSON PAMELA REEVES	314 LIGHTHOUSE ROAD	SANTA BARBARA	CA	93109
PAULOS, NIKOLE	2720 PAINTED CAVE RD	SANTA BARBARA	CA	93105
PIERCE, MONIQUE	4156 VISTA CLARA RD	SANTA BARBARA	CA	93110
PLAYA LODGING	4921 9TH STREET	CARPINTERIA	CA	93013
PLAYA LODGING	4921 9TH STREET	CARPINTERIA	CA	93013
PLAYA LODGING	4921 9TH STREET	CARPINTERIA	CA	93013
PLAYA LODGING	4921 9TH STREET	CARPINTERIA	CA	93013
POINT OF VIEW	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
POLLERO, CLAUDIO	424 PIMIENTO LANE	SANTA BARBARA	CA	93108
POLLEY PROPERTIES	153 TERRACE DR	SAN FRANCISCO	CA	94127-1529
POPP, NORMAN	122 S PATTERSON #133	SANTA BARBARA	CA	93111
PRESTIGIACOMO, FARO	475 BARKER PASS RD	SANTA BARBARA	CA	93108
QUALITY INN	3055 DE LA VINA STREET	SANTA BARBARA	CA	93105
RAMADA LIMITED	PO BOX 485	LOS OLIVOS	CA	93441
RANI A KOKATNUR	216 SOUTH J STREET	LOMPOC	CA	93436
REARICK, JILL	310 DOGWOOD DR	BUELLTON	CA	93427
RESTIVO, CHARLES	5441 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
RICHARD AND LILLIAN PEARS	27 WEST ANAPAMU STREET #228	SANTA BARBARA	CA	93101
RICHARD AND LINDA STANTON	8724 CAMINO ABRAZO	LA JOLLA	CA	92037
RICHARDSON, VERLINDA	PO BOX 284	SUMMERLAND	CA	93067
RILEY, KEVIN	1530 HOLIDAY HILL ROAD	GOLETA	CA	93117
RIVER ROCK COTTAGE	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
RIVIERA CANYON	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
RIVIERA RETREAT	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
RIVIERA VIEW COTTAGE	1072 GARCIA RD	SANTA BARBARA	CA	93103-2126
ROB AND DEBBIE COZORT	5184 VISTA MONTANA	YORBA LINDA	CA	92886
ROB AND DEBBIE COZORT	5184 VISTA MONTANA	YORBA LINDA	CA	92886
ROB AND DEBBIE COZORT	5184 VISTA MONTANA	YORBA LINDA	CA	92886
ROB AND DEBBIE COZORT	5184 VISTA MONTANA	YORBA LINDA	CA	92886
ROB AND DEBBIE COZORT	5184 VISTA MONTANA	YORBA LINDA	CA	92886
ROB AND DEBBIE COZORT	5184 VISTA MONTANA	YORBA LINDA	CA	92886
ROBBIN BEHRENS	PO BOX 50422	SANTA BARBARA	CA	93150
ROBERT & GAIL BOGLE	7027 E PEAKVIEW PL	CENTENNIAL	CO	80111-4621
ROBERT G. THIBAUT, JR.	1080 PALMETTO WAY #F	CARPINTERIA	CA	93013

ROCKWOOD, WENDY	3463 STATE ST #531	SANTA BARBARA	CA	93105
ROEBUCK, ATHENA & ROBERT	258 BUTTERFLY LANE	SANTA BARBARA	CA	93108
ROGERS, KAREN	1601 MOORE RD	SANTA BARBARA	CA	93108
ROKACZ, JOHN	30 N LASALLE ST	CHICAGO	IL	60606
ROOS, EMILY K	3463 STATE ST #594	SANTA BARBARA	CA	93105
ROSE GARDEN INN	3643 STATE STREET	SANTA BARBARA	CA	93105
ROSE REED LINDEN BY THE SEA	1112 LINDEN AVENUE	CARPINTERIA	CA	93013
ROUGHAN, FRANK AND MEG	884 EMERSON STREET	THOUSAND OAKS	CA	91362
RUPPERT GUEST RENTAL	554 ALAN RD	SANTA BARBARA	CA	93109-1005
RUTA ARAS	26004 TRANA CIRCLE	CALABASAS	CA	91302
RUTH GIACOPUZZI	22419 GILMORE STREET	WEST HILL	CA	91307
RUTHERFORD, JOHN & LYNN	1374 DANIELSON RD #B	SANTA BARBARA	CA	93108
RYAN, LESLIE	PO BOX 644	SUMMERLAND	CA	93067
S B MESA BEACHSIDE RENTAL	202 COOPER RD	SANTA BARBARA	CA	93109-1810
SALESS, BIJAN & SALLIE	931 KNAPP DRIVE	SANTA BARBARA	CA	93108
SAN YSIDRO RANCH	900 SAN YSIDRO LN	MONTECITO	CA	93108
SANDMAN INN	3714 STATE STREET	SANTA BARBARA	CA	93105
SANDPIPER LODGE	3525 STATE STREET	SANTA BARBARA	CA	93105
SANDRA CASTELLINO	1105 N ONTARE RD	SANTA BARBARA	CA	93105-1937
SANDYLAND REEF INN	4160 N. VIA REAL	CARPINTERIA	CA	93013
SANDYLAND REEF MOTEL	4160 VIA REAL	CARPINTERIA	CA	93013
SANTA BARBARA AUTO CAMP	PO BOX 92251	SANTA BARBARA	CA	93190-2251
SANTA BARBARA COTTAGES	854 JIMENO RD	SANTA BARBARA	CA	93103-2018
SANTA BARBARA EXCLUSIVE RENTALS	PO BOX 5396	SANTA BARBARA	CA	93150
SANTA BARBARA INN	901 E. CABRILLO BLVD.	SANTA BARBARA	CA	93103
SANTA BARBARA LUXURY RENTALS	3905 STATE STREET, STE. 7-167	SANTA BARBARA	CA	93105
SANTA BARBARA RENTAL BIZ	P.O. BOX 1419	SANTA BARBARA	CA	93102
SANTA BARBARA RIVIERA VACATIONS	1611 ORAMAS RD	SANTA BARBARA	CA	93103-2025
SANTA BARBARA TOURIST HOSTEL	134 CHAPALA STREET	SANTA BARBARA	CA	93101
SANTA BARBARA VACATION RENTAL	4985 SHASTA WAY	ORCUTT	CA	93455-5772
SANTA BARBARA VACATION RENTALS	27 W ANAPAMU ST # 228	SANTA BARBARA	CA	93101-3107
SANTA BARBARA VACATION RENTALS, LLC	27 WEST ANAPAMU ST #228	SANTA BARBARA	CA	93101
SANTA BARBARA VIEWS CONDO	1050 VISTA DEL PUEBLO APT 2	SANTA BARBARA	CA	93101-4838

SB HOME AWAY FROM HOME	416 E VALERIO ST	SANTA BARBARA	CA	93101-1119
SEA GLASS COTTAGE	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
SEA SHELL APARTMENTS ANDREA CAREN	P.O. BOX 757	BEVERLY HILLS	CA	90213
SEA SHELL APARTMENTS ANDREA CAREN	P.O. BOX 757	BEVERLY HILLS	CA	90213
SEA SHELL APARTMENTS ANDREA CAREN	P.O. BOX 757	BEVERLY HILLS	CA	90213
SEA SHELL APARTMENTS ANDREA CAREN	P.O. BOX 757	BEVERLY HILLS	CA	90213
SEA SHELL APARTMENTS ANDREA CAREN	P.O. BOX 757	BEVERLY HILLS	CA	90213
SEA SHELL APARTMENTS ANDREA CAREN	P.O. BOX 757	BEVERLY HILLS	CA	90213
SEASCAPE REALTY	4915 CARPINTERIA AVE #C	CARPINTERIA	CA	93013
SEASCAPE RETREAT	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
SECRET GARDEN INN & COTTAGES	1908 BATH STREET	SANTA BARBARA	CA	93101
SECRET SPOT/HIDDEN COVE	3006 BEE CAVES RD STE D310	AUSTIN	TX	78746-5753
SEVILLANO MANAGEMENT CO, LLC	3215 FOOTHILL RD	CARPINTERIA	CA	93013
SHARON LANDECKER	2101 MOUNTAIN AVE	SANTA BARBARA	CA	93101-4615
SHARP / BEACH HAVEN	4731 FOURTH STREET	CARPINTERIA	CA	93013
SHELLY AND KAREN JENSEN	1025 CHESHIRE HILLS COURT	WESTLAKE VILLAGE	CA	91361
SHIRLEY CROSSLEY	120 WEST PROVIDENCIA AVENUE	WEST LAKE VILLAGE	CA	91502
SHORELINE COTTAGE	2461 CALLE ALMONTE	SANTA BARBARA	CA	93109-1121
SHORELINE RENTALS	136 LAS ONDAS	SANTA BARBARA	CA	93109-2146
SHORELINE RETREAT	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
SHORELINE VACATIONS LLC	515 E MICHELTORRENA ST STE D	SANTA BARBARA	CA	93103-4224
SIMPSON HOUSE INN	121 E. ARRELLAGA STREET	SANTA BARBARA	CA	93101
SMITH FAMILY TRUST	2010 ORDSALL STREET	BAKERSFIELD	CA	93311
SNOW, KEVIN & SHEILA	980 TORNØE ROAD	SANTA BARBARA	CA	93105
SOLIMAR SANDS	4700 SANDYLAND ROAD	CARPINTERIA	CA	93013
SOOFER, RAMIN	11845 W OLYMPIC BLVD #901	LOS ANGELES	CA	90064
SOUL AND SEA GUESTHOUSE	PO BOX 50725	SANTA BARBARA	CA	93150-0725
SPANISH GARDEN INN	915 GARDEN STREET	SANTA BARBARA	CA	93101
SPYGLASS POINT	1784 COLLINGSWOOD COURT	THOUSAND OAKS	CA	91362
STAYSB.COM	27 W ANAPAMU ST STE 267	SANTA BARBARA	CA	93101-3107
STELLA ANDERSON	P. O BOX 1532	SUMMERLAND	CA	93067
STEPHEN HARBY	718 CEDAR ST	SANTA MONICA	CA	90405-3810
STEPHENSON, JIM & CATHY BEARDSMORE	2752 PAINTED CAVE RD	SANTA BARBARA	CA	93105
STEVEN DALE LEHMANN	2020 KOKANEE WAY	S LAKE TAHOE	CA	96150
STEVER, VIRGINIA	760 S ORANGE GROVE BLVD	PASADENA	CA	91105

STOLNITZ, SCOTT	PO BOX 5396	SANTA BARBARA	CA	93150
SUMMERLAND BEACH, LLC	PO BOX 5582	SANTA BARBARA	CA	93150
SUMMERLAND INN	2161 ORTEGA HILL RD	SUMMERLAND	CA	93067
SUNSET MOTEL	3504 STATE STREET	SANTA BARBARA	CA	93105
SUNSET SHORES	4980 SANDYLAND ROAD	CARPINTERIA	CA	93013
SUPER 8 SANTA BARBARA/GOLETA	6021 HOLLISTER AVE	GOLETA	CA	93117
SWAYZE, OLEA TRUSTEE	27677 WHIRLAWAY TRAIL	EVERGREEN	CO	80439
SWIFT, THEODORE & REBECCA	287 MIDDLE ROAD	SANTA BARBARA	CA	93108
SWITZER, KEN	308 W YANONALI ST	SANTA BARBARA	CA	93101
TARMAN VACATION RENTAL	3 SAINT FRANCIS WAY	SANTA BARBARA	CA	93105-2551
TERESA H LEMUS	135 NATOMA AVE APT B	SANTA BARBARA	CA	93101-3564
TERI GONZALEZ	3131 OLD COACH DRIVE	CAMARILLO	CA	93010
THE FESS PARKER: A DOUBLETREE BY HILTON RESORT	633 EAST CABRILLO BLVD.	SANTA BARBARA	CA	93103
THE GOODLAND, A KIMPTON HOTEL (FORMERLY HOTEL GOLETA)	5650 CALLE REAL	GOLETA	CA	93117
THE PRESIDIO	1620 STATE STREET	SANTA BARBARA	CA	93101
THE RETREAT	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
THE SB COTTAGES	609 BATH ST	SANTA BARBARA	CA	93101-3303
THEILMANN, THEODORE & MARY ANNE	3198 VIA REAL	CARPINTERIA	CA	93013
THOM VERNON	845 11TH STREET	BOULDER	CO	80302
THOM VERNON	845 11TH STREET	BOULDER	CO	80302
THOM VERNON	845 11TH STREET	BOULDER	CO	80302
THOM VERNON	845 11TH STREET	BOULDER	CO	80302
THOM VERNON	845 11TH STREET	BOULDER	CO	80302
THOM VERNON	845 11TH STREET	BOULDER	CO	80302
THOM VERNON	845 11TH STREET	BOULDER	CO	80302
THOM VERNON	845 11TH STREET	BOULDER	CO	80302
THOM VERNON	845 11TH STREET	BOULDER	CO	80302
THOMPSON TRUST	4701 SW ADMIRAL WAY 164	SEATTLE	WA	98116
THOMPSON, GEORGE & DEETT	3635 LA ENTRADA	SANTA BARBARA	CA	93105
THORNE-THOMSEN LIVING TRUST	2425 PIKES FALLS RD	JAMAICA	VT	05343-4436
TILLISCH, SANDRA	231 MIDDLE ROAD	SANTA BARBARA	CA	93108
TIMOTHY KNIGHT	4915 CARPINTERIA AVENUE	CARPINTERIA	CA	93013
TODD DREVO	1402 GRAND AVE	SANTA BARBARA	CA	93103-2014
TOM LIVINGSTONE	130 ASH AVENUE #1	CARPINTERIA	CA	93013
TOWN & COUNTRY INN	2800 STATE STREET	SANTA BARBARA	CA	93105
TRANQUILA	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502

TURNKEY VACATION RENTALS	3006 BEE CAVES RD #D-310	AUSTIN	TX	78746
TYBARCA SORTINO PARTNERS LLC	31200 CEDAR VALLEY DRIVE	WESTLAKE VILLAGE	CA	91362
UHLER, CAREY	5245 JAMES ROAD	SANTA BARBARA	CA	93111
UNZUETA, KATIE	524 WEST VALERIO STREET	SANTA BARBARA	CA	93101
UPHAM HOTEL AND COUNTRY HOUSE, THE	1404 DE LA VINA	SANTA BARBARA	CA	93101
VACATION RENTALS OF SANTA BARBARA	924 LAGUNA ST #B	SANTA BARBARA	CA	93101
VENABLE, SHANNON	74 VIRGINIA LANE	SANTA BARBARA	CA	93108
VERNON, THOMAS	845 11TH ST	BOULDER	CO	80302
VERONICA SPRINGS VACATION RENTALS	PO BOX 3402	SANTA BARBARA	CA	93130
VICTORIAN TOWNHOUSES OF SANTA BARBARA	1515 DE LA VINA ST	SANTA BARBARA	CA	93101-3028
VILLA DI GIULIETTA	PO BOX 1988	SIMI VALLEY	CA	93062-1988
VILLA ELEGANTE	402 ORILLA DEL MAR	SANTA BARBARA	CA	93103
VILLA ELEGANTE	PO BOX 4836	SANTA BARBARA	CA	93140-4836
VILLA MALAGA	1557 LA CRESTA CIR	SANTA BARBARA	CA	93109-1741
VILLA ROSA INN	15 CHAPALA STREET	SANTA BARBARA	CA	93101
VILLA ROSA VACATION RENTAL	PO BOX 4853	SANTA BARBARA	CA	93140-4853
VILLA SHORELINE	1187 COAST VILLAGE RD # 490	SANTA BARBARA	CA	93108-2737
WADE, ERIC & DIANNE	2217 WESTVIEW DR	NASHVILLE	TN	37212
WARD, KARL	437 SEAVIEW RD	SANTA BARBARA	CA	93108
WATERS EDGE	16 E ARRELLAGA ST	SANTA BARBARA	CA	93101-2502
WEST BEACH INN	306 W. CABRILLO BLVD	SANTA BARBARA	CA	93101
WHEELER, NIK & PAMELA	1696 SAN LEANDRO LANE	SANTA BARBARA	CA	93108
WHITE, HARWOOD & KATHRYN SNOW	1553 KNOLL CIRCLE DR	SANTA BARBARA	CA	93103
WHITE, KRISTINE MAINLAND	555 EL SUENO ROAD	SANTA BARBARA	CA	93110

Attachment E

SANTA BARBARA SOUTH COAST TOURISM BUSINESS IMPROVEMENT DISTRICT

Looking Ahead: Renewal Process



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To Our Valued TBID Members:

On behalf of the TBID renewal committee, thank you for your participation and support during the previous three years. As we embark upon the TBID renewal process, I want to touch upon some key elements of this process, its successes, and the vital importance of the tourism business improvement district to our industry's viability.

We are initiating the TBID renewal process now based upon the recommendations of our TBID advisory consultant and supported by the TBID Renewal Committee. Although we still have just over a year remaining of the five year TBID term, we want to ensure that the TBID funding stream is uninterrupted so that we can seamlessly maintain our marketing efforts. We witnessed the negative ramifications in San Diego when legal challenges forced a short-term shut down of their Tourism Management District. We do not anticipate any similar challenges with our TBID renewal and we have been advised that it is prudent to begin the renewal process now to ensure our future funding.

I believe most of you are aware of the tangible successes of our TBID, which has decisively contributed to the Santa Barbara South Coast's rising visitation numbers, resulting in substantial economic impact. Specifically, average daily rate (ADR) increased from \$166.45 in 2010 to \$195.00 in 2013 and occupancy rose by 5.5%.

With the use of TBID funding, VSB-generated lodging revenue has increased from \$28M in 2010/11 to a projected \$59M in 2013/14.

We're not alone in acknowledging the importance of the TBID structure. There are currently 85 tourism business improvement districts in existence in California. Although this reinforces Santa Barbara's adoption of the TBID, it also means that the marketplace is incredibly competitive, especially at a regional level. Infused with TBID funding, we want Visit Santa Barbara to continue to help ensure our destination is at the forefront of the travel and tourism industry and remains top-of-mind at a state, national, and global level.

As we continue to maximize the opportunities created by TBID funding, we thank you, our industry partners, for supporting the collections of these funds through the TBID that are paramount to our marketing success. In the next months we will ask you for your continued support for our South Coast Tourism Business Improvement District.

Sincerely,

Tom Patton | TBID Committee Chair



As President and CEO of Visit Santa Barbara, I want to personally thank you. As Tom mentioned, TBID funding has notably increased the number of opportunities VSB is able to pursue on behalf of the destination. I'm frequently reminded of the Santa Barbara South Coast's prominence within the travel and tourism industry when I attend trade shows and meet with colleagues throughout the state, country, and world.

As a member of the U.S. Travel Association Board, I can assure our lodging partners that Visit Santa Barbara is at the cutting edge of our industry and key performance indicators support this. **Unique website visitors to SantaBarbaraCA.com have increased 103% to a projected 1.39M since 2010/11 TBID funds became available.** VSB-generated lodging revenue, as a percentage of total lodging revenue, has grown from 13.1 % in 2010/11 to 21.1% in 2013/14.

At Visit Santa Barbara, we give absolute consideration to every TBID dollar spent, ensuring that funds are always maximized on behalf of the Santa Barbara South Coast. I look forward to our continued partnership and the new levels of success to which it will take our world-renowned destination.

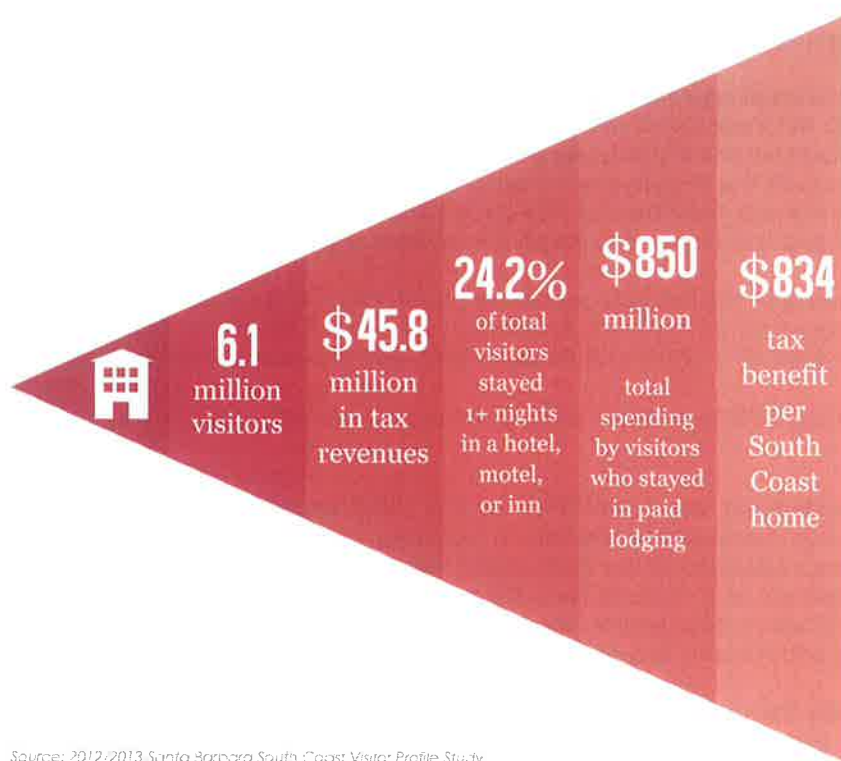
Sincerely,

Kathy Janega-Dykes | President and CEO, Visit Santa Barbara



II. THE DESTINATION TBID SUCCESS STORY

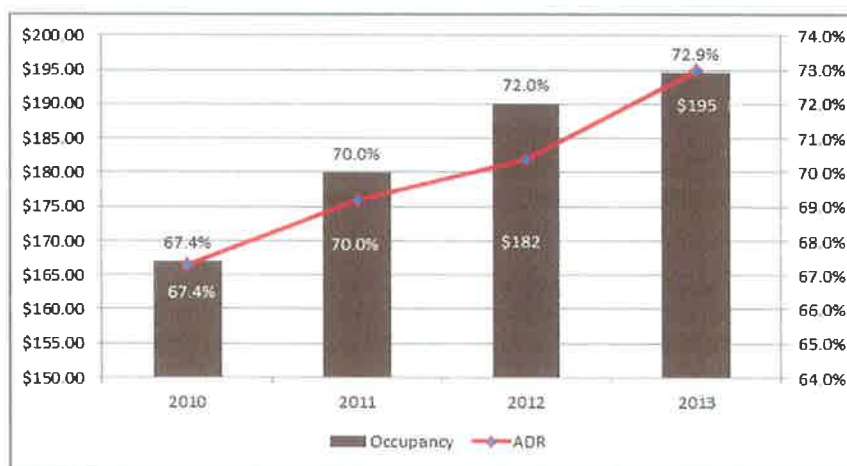
The vast effect of travel and tourism on the Santa Barbara South Coast cannot be ignored.



Source: 2012/2013 Santa Barbara South Coast Visitor Profile Study

The positive impacts of TBID funding for tourism marketing are very tangible. Santa Barbara South Coast lodging properties have experienced strong and consistent growth in both occupancy and average daily rate since the initiation of the TBID and its infusion of new funds to the VSB marketing program. The South Coast has outperformed the California market as a whole with occupancy rising from 67.4% to 72.9% and with an increase in ADR of 17% between CY 2010 and 2013.

SANTA BARBARA SOUTH COAST LODGING PERFORMANCE



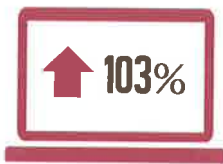
Source: Visit Santa Barbara Destination Strategic Marketing Plan 2014/15 draft

SANTA BARBARA SOUTH COAST VS. CALIFORNIA LODGING PERFORMANCE

Year	Occupancy		ADR	
	California	Santa Barbara	California	Santa Barbara
2010	63.1%	67.4%	\$109.94	\$166.45
2011	66.5%	70.0%	\$116.35	\$176.38
2012	68.8%	72.0%	\$123.00	\$182.00
2013	70.2%	72.9%	\$130.41	\$195.00

Source: Smith Travel Research

Since TBID funds were added to the marketing effort, unique website visitors to the Visit Santa Barbara site have grown a remarkable 103% to 1.39 million, an increase that directly leads to increased lodging revenue.



1.39
MILLION UNIQUE
WEBSITE VISITORS

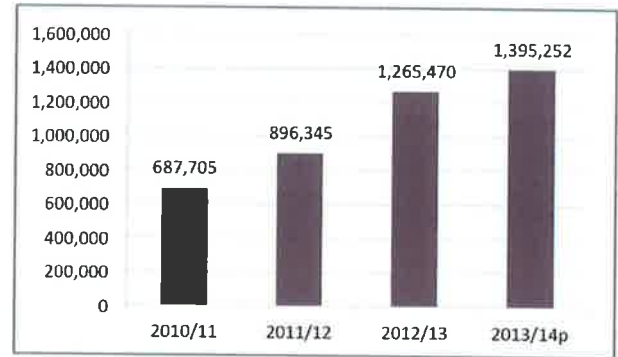
How does this translate into revenue? It is estimated that 10% of desktop users and 9% of mobile users who visit the VSB website are influenced to visit the destination.*

TBID funds have further expanded VSB efforts and resources allowing VSB to initiate a comprehensive marketing effort and extensive sales and public relations activity. The result has been an almost \$31 million increase in VSB's share of total lodging revenue since 2010/11.



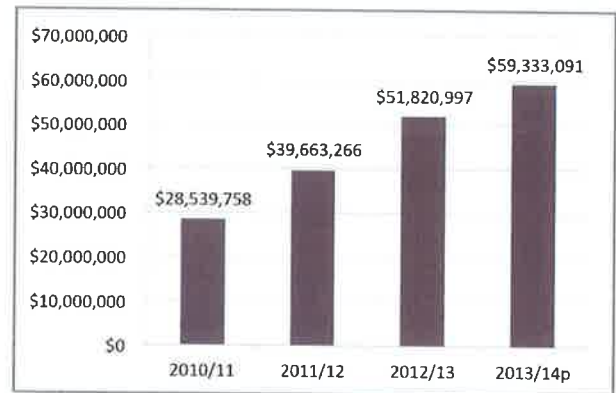
\$31
MILLION INCREASE IN VSB'S SHARE OF
TOTAL LODGING REVENUE SINCE 2010/11

VISIT SANTA BARBARA UNIQUE WEBSITE VISITORS



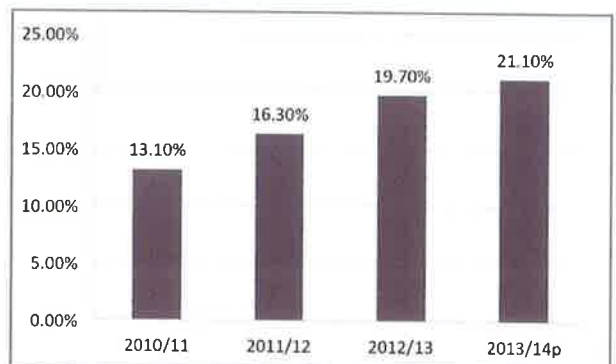
Source: Visit Santa Barbara Destination Strategic Marketing Plan 2014/15 draft

VISIT SANTA BARBARA GENERATED LODGING REVENUE



Source: Visit Santa Barbara Destination Strategic Marketing Plan

VISIT SANTA BARBARA GENERATED LODGING REVENUE AS A % OF TOTAL LODGING REVENUE



Source: Visit Santa Barbara Destination Strategic Marketing Plan

*Note: The 9% conversion rate is estimated based on several factors including input and agreement from the lodging industry, extrapolation of the VSB conversion study and comparisons with other destinations. It is purposely a conservative estimate.

III. THE COMPETITION IS CHALLENGING

The California tourism market is an extremely competitive one.

Tourism Business Districts formed by our competitors are collecting more and outspending our South Coast TBID. Additionally, many destinations and regions have a built in increase for tourism funding because they collect TBID funds as a percentage of room revenue and not a flat fee per night, as done by our TBID. Our South Coast TBID collects about \$1.75 million annually. This compares to \$4 million collected by Napa, \$3+ million collected by Santa Monica, \$3.5 million collected by Monterey and \$6 million collected by Palm Springs. Major California cities collect five to six times more, topped by San Diego with a 2% room revenue charge that brings in \$35 million annually.

Of course, our competition is not limited to California destinations.

We compete with coastal and resort destinations everywhere. According to TraveEffect.com, "Travel injects \$2 trillion into the U.S. economy." As the economy continues to ramp up post-recession and travelers start to extend stays and loosen budget restrictions, it is now more important than ever to position Santa Barbara as a standout destination.

REGIONAL TBID COLLECTIONS

	Amount	Assessment Rate		Amount	Assessment Rate
Major Destinations	\$67,332,000		Central Coast	\$3,695,000	
San Francisco	\$27,000,000	.75% - 1.5% room revenue	Arroyo Grande	\$140,000	2% room revenue
San Diego	\$30,000,000	.55% - 2% room revenue	Pismo Beach	\$600,000	1% room revenue
Los Angeles	\$19,000,000	1.5% room revenue	Morro Bay	\$500,000	3% room revenue
Wine Country	\$6,200,000		San Luis Obispo County	\$1,500,000	2% room revenue
Napa	\$4,000,000	2% room revenue	San Luis Obispo City	\$950,000	2% room revenue
Sonoma County	\$2,000,000	2% room revenue	Paso Robles	\$500,000	2% room revenue
Sonoma City	\$440,000	2% room revenue	Atascadero	\$105,000	2% room revenue
LA/South Coast	\$7,079,031		North Central Coast	\$4,860,000	
Huntington Beach	\$1,300,000	2% room revenue	Santa Cruz	\$1,140,000	\$1.00 - \$1.50 per night
Laguna Beach	\$950,000	2% room revenue	Monterey	\$3,500,000	\$.50 - \$2.50 per night
Newport Beach	\$2,500,000	3% room revenue	Carmel	\$220,000	\$1.00 per night
Santa Monica	\$3,350,000	\$2.25 - \$4.25 per night	The Desert	\$6,000,000	
			Palm Springs	\$6,400,000	2% room revenue
			The Sierras	\$6,480,000	
			Mammoth Lakes	\$4,680,000	1% - 2% Revenue Hotels/ Restaurant Retail
			South Lake Tahoe	\$1,800,000	\$3.00 - \$4.50 per night

Source: Civitas

IV. THE SANTA BARBARA OPPORTUNITY

After considering both our success and our challenging competition, we are proposing that in FY15/16 the Santa Barbara South Coast Business Improvement District increase its current assessment rate per night, and add two additional tiers; properties that have an annual ADR of \$250-299 and those that have an annual ADR above \$300.

CURRENT TBID ASSESSMENT

Average Daily Rate	Assessment Rate Per Night
Less than \$100	\$0.50
\$100 - \$150	\$1.00
Over \$150 - \$200	\$1.50
Over \$200	\$2.00

PROPOSED TBID ASSESSMENT

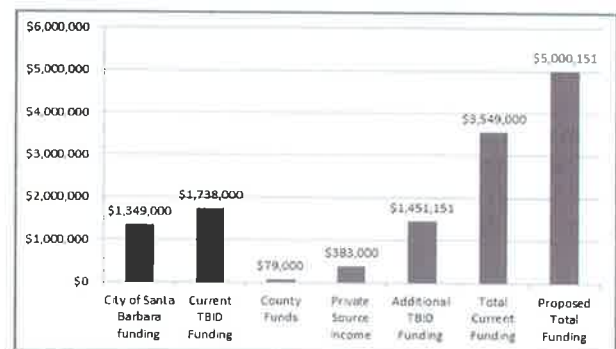
Average Daily Rate	Assessment Rate Per Night
Less than \$100	\$0.75
\$100 - \$149	\$1.50
\$150 - \$199	\$2.25
\$200 - \$249	\$3.00
\$250 - \$299	\$3.50
Over \$300	\$4.00

With the assessment category increases there will be an additional \$1,401,151.00 for marketing outreach. This added to the City, County, Membership and Cooperative Marketing revenue would result in an operating budget for Visit Santa Barbara of approximately \$5.0 million annually.

We believe this increase will have a minimal effect on any consumer decision to visit the destination. These fees are now pervasive throughout California and the sum total of our assessment is considerably lower than most.

The suggested increase will allow Visit Santa Barbara to continue to aggressively grow lodging revenue and keep us on par with other direct competitors.

VISIT SANTA BARBARA PROPOSED TBID FUNDING



Source: Visit Santa Barbara Destination Strategic Marketing Plan 2013/2014

WHO PAYS THE ASSESSMENT

Beginning in January 2015, all commercial lodging businesses, regardless of size or category, within the boundaries of the Cities of Santa Barbara, Carpinteria, and Goleta, and portions of unincorporated southern Santa Barbara County will be required to pay the TBID assessment. Assessments would range from \$0.75 to \$4.00 per occupied room night for hotels/motels/inns and \$2.00 per night for vacation rentals.*

*The assessment rate categories reflect the proportionate benefit derived by each business type. The rate has been varied according to the estimated benefit to be received by each business type. Businesses with a lower ADR pay a lower rate because, although they will benefit from all of the District's programs, their lower ADR will translate to less revenue received than businesses with a higher ADR. Tourist homes or houses, apartment houses, mobile homes, and house trailers (hereinafter "vacation rentals") are assessed on a per unit basis and at a rate of \$2.00 per night because, although they will benefit from destination marketing designed to increase overnight visitation and the resulting hotel compression, they will not be listed on the website or in promotional materials, be featured in local print advertising, or receive direct sales leads as a result of the TBID efforts. Vacation rentals also differ from other lodging businesses in that they can typically accommodate fewer people and do not charge for renters on a per-room basis. Because they will benefit less than multi-room lodging businesses, vacation rental businesses will ultimately pay less into the District than multi-room lodging businesses.

TERM LIMITS AND ESCALATOR CLAUSE

Two increases in the assessment rates have been authorized over the six year term in order to keep pace with the rate of inflation, to remain competitive and to grow market share. These increases will be implemented on January 1st of the third and fifth years (2017 and 2019) of the District. These increases will be automatic unless the VSB Board votes not to implement them based upon circumstances that they deem significant. Any increase will be reflected in the annual report.

Assuming that the assessment increases are enacted in years 3 and 5 the annual assessment rates will be as follows:

TBID Escalator (50% Assessment Increase)		
Year 1	Year 3	Year 5
\$0.75	\$0.85	\$0.95
\$1.50	\$1.65	\$1.85
\$2.25	\$2.50	\$2.75
\$3.00	\$3.30	\$3.65
\$3.50	\$3.85	\$4.25
\$4.00	\$4.40	\$4.85

This will result in an estimated annual budget of \$3,136,255 for year 1, \$3,355,322 for year 3, and \$3,713,872 for year 5.

TBID DESTINATION FUNDS

Local destination marketing funds shall be used for programs which drive room night sales to assessed lodging businesses in Goleta and Carpinteria, respectively. 5.5% of the total collections will be earmarked for these destination TBID funds, with Goleta receiving \$129,370.50 and Carpinteria receiving \$43,123.50 in the first year. This funding will adjust annually based on fluctuations with revenue collections.

The amount dedicated to local destination marketing may be adjusted if the bi-annual assessment rate increases are implemented, the amount provided to Carpinteria may increase to \$46,136 in year three and \$51,066 in year five, and the amount provided to Goleta may increase to \$138,407 in year three and \$153,197 in year five.

A destination marketing organization (DMO) in the cities of Goleta and Carpinteria shall receive funds to be spent on local destination marketing activities. For Goleta, the initial DMO will be the Goleta Valley Chamber of Commerce. For Carpinteria, the initial DMO will be the Carpinteria Valley Chamber of Commerce. The DMO shall have responsibility and decision making authority for the funds provided, within the requirements of this Plan.

RETURN ON INVESTMENT

Visit Santa Barbara estimates the additional \$1,401,151.00 could generate approximately 300,000 new unique website visitors by year 5 compared to 2013/14. Based on the model established in the ROI study this could equate to an additional \$16.5 million in incremental lodging revenue in year 5 of the program.

Of course the benefit does not stop there. Visitors spend time and money throughout the community, enjoying meals, activities and events. This spending generates additional tax revenue which in turn benefits civic and community projects. Another significant benefit is the increase in hospitality industry jobs created as tourism grows. Our travel industry currently generates 12,000 tourism-supported jobs.*

VISIT SANTA BARBARA PROPOSED TBID FUNDING ESTIMATED RETURN ON INVESTMENT

	2013/2014 Baseline Year	Projected Increase	
		Year 1	Year 5
Unique website visitors	1,283,374	1,486,243	1,596,471
Incremental unique website visitors		202,869	313,097
Influence Rate	9%	9%	9%
Length of Stay	2.5	2.5	2.5
Average Daily Rate	\$189	\$190	\$198
Revenue	\$54,575,479.35	\$63,536,888.25	\$71,122,783.05
Projected Incremental Revenue from Baseline		\$8,961,408.90	\$16,547,303.70
Investment above current \$1.7M TBID Funds		\$1,401,151.00	\$2,300,000.00
Estimated ROI		\$6.4	\$7.6

Source: Visit Santa Barbara Destination Strategic Marketing Plan 2014/15 draft

Notes & Assumptions:

Year 1:

1. Currently VSB collects approximately \$1.75M in TBID funds. The model is designed to assess the impact of new TBID funds in addition to those funds. In the case of Year 1 total TBID collections (included old and new TBID funds) would be \$3,151,151. The difference between the \$1.75M previously collected and new anticipated funds is \$1,401,151. (\$3,151,151-\$1,750,000=\$1,401,151).
2. Incremental unique website visitors is calculated using the two year average for the cost per unique website visitor is \$5.18 (\$5.75+\$4.60/2=\$5.18).
3. We also assume that because VSB will be working to influence visitors from destination markets and during times of the year that have lower demand that their efforts may not be as efficient as those in the core Southern California market. As such we estimate VSB will be 75% as efficient in generating new unique website visitors. As such \$1,401,151 TBID investment / \$5.18 x 75% = 202,369
4. Baseline unique visitors is based on 2013/14 year end estimates. (MMGY estimates)
5. Year 1 unique website visitors is estimated to be 1,486,243 (1,283,374+202,369=1,486,243).
6. Based on 210,108 new incremental website visitors at an influence to visit rate of 9% with an average length of stay of 2.5 nights and an average daily rate \$190 it is estimated that incremental lodging revenue is \$8.6M.
7. To calculate the Return on Investment (ROI) take the incremental revenue \$8.6M divided by the new incremental TBID funds \$1.4M which = \$6.4 dollars for each dollar spent.

Year 5:

1. Taking a longer view and assuming the economy keeps moving forward and there are no exogenous events that negatively impact tourism when we compare Year 5 to the current baseline years using the same methodology that was identified in Year 1 it is estimated that incremental lodging revenue above the baseline is \$16.5M with a ROI in year 5 of \$7.6 for each dollar spent.

OVERSIGHT

Representatives of the renewed district would continue to maintain a strong presence in the oversight of all TBID funding, working closely with Visit Santa Barbara Board of Directors and staff on the planning, implementation and measurement of TBID funds, assuring that they would be focused on generating new room night sales and increased revenue for TBID members.

*Source: 2012/2013 Santa Barbara South Coast Visitor Profile Study

V. THINK BIG!

Visit Santa Barbara aims to define and create opportunities that are as unique as the destination itself.

Creative positioning and an integrated long-term strategy help ensure that the Santa Barbara South Coast is as memorable as it is desirable. Although Visit Santa Barbara's annual action plan includes hundreds of initiatives, these specific programs demonstrate how VSB would use additional TBID funding to fuel visitation to the area:

NON-PEAK SEASONS



Implement programs that attract destination visitors and increase visitation during non-peak seasons or "opportunity seasons". This includes expanded promotional messaging and partner programming that offers travelers good reason to visit during winter and shoulder seasons.

SALES DEPT. EXPANSION



Expand the Sales Department to target the meeting and conference market.

FILMING INCENTIVES



Incentivize commercial and film producers to shoot their projects in Santa Barbara County.

MORE FAM TRIPS



Increase the number of journalist familiarization trips, bringing key editorial influencers in-market to experience the Santa Barbara South Coast first-hand.

INDUSTRY ALLIANCES



Nurture key industry alliances with organizations such as Central Coast Tourism, Visit California, and Brand U.S.A. to infuse regional and national marketing messages with Santa Barbara-specific content, helping to collectively raise the tourism tide.

MUSIC MARKETING



Develop a music marketing program that industry partners can use to promote the brand.

SNOW CAMPAIGN



Create turn-key "Snow" marketing initiatives to promote Santa Barbara during times when the remainder of the country is experiencing bad weather.

INTERNATIONAL



Expand international outreach to emerging markets such as Korea, China, Brazil and more.

TV & RADIO



Develop a television and radio advertising strategy.

NEW PARTNERSHIPS



Create ground breaking partnerships with iconic Santa Barbara companies.

PROMOTE SMALL HOTELS



Develop campaign to promote the smaller, limited service hotels.

INNOVATIVE DELIVERY



Create innovative ways to deliver Santa Barbara content to potential visitors.

POP-UP EVENTS



Produce "pop-up" events in key markets to generate consumer and media awareness for Santa Barbara.

NEW AIR SERVICE



Collaborate with Santa Barbara Airport staff to attract new air service.

MEETING INCENTIVES



Incentivize conferences and meetings to book at South Coast hotels from November - February.

WEBSITE REDESIGN



Redesign official tourism website, SantaBarbaraCA.com, to showcase the breadth of attractions, lodging and reasons to visit the destination.

RESEARCH

**VISIT
SANTA BARBARA**
THE AMERICAN RIVIERA®
TRAVEL • MEET • FILM

Conduct a brand study.

MARKET TARGETING



Expand spot market media programs, providing targeted reach of growth markets such as Chicago and New York City.

VISIT SANTA BARBARA



VI. KEY QUESTIONS TO ASK OURSELVES

1. Should we have a unified vision of Santa Barbara as a top resort destination not only in California but nationally?
2. What are the rewards we could expect if we increase our tourism marketing budget to the levels of other communities that we compete against?
3. What level of growth should we, as a tourism destination, aspire to?
4. As the economy improves should we seize the opportunity to develop new markets in the U.S and abroad?



HOTELIER OUTREACH MEETINGS	MAY 2014
RENEWAL - RESOLUTION REQUESTING CONSENT SANTA BARBARA CITY COUNCIL	JULY 2014
FINALIZE MDP & PETITION	JULY 2014
PETITION DRIVE BEGINS	AUGUST 2014
RENEWAL - RESOLUTION GRANTING CONSENT CARPINTERIA CITY COUNCIL	AUGUST 2014
SUBMIT PETITIONS TO CITY	AUGUST 2014
RENEWAL - RESOLUTION GRANTING CONSENT COUNTY BOARD OF SUPERVISORS	SEPTEMBER 2014
RENEWAL - RESOLUTION GRANTING CONSENT GOLETA CITY COUNCIL	SEPTEMBER 2014
RENEWAL - RESOLUTION OF INTENTION SANTA BARBARA CITY COUNCIL	SEPTEMBER 2014
RENEWAL - PUBLIC MEETING SANTA BARBARA CITY COUNCIL	SEPTEMBER 2014
RENEWAL - RESOLUTION OF FORMATION / MODIFICATION RESOLUTION OF INTENTION	OCTOBER 2014
MODIFICATION - PUBLIC HEARING SANTA BARBARA CITY COUNCIL	NOVEMBER 2014
MODIFICATION - FINAL HEARING SANTA BARBARA CITY COUNCIL	DECEMBER 2014
FINAL DAY OF EXISTING DISTRICT	DECEMBER 31, 2014
BEGIN NEW COLLECTIONS	JANUARY 1, 2015

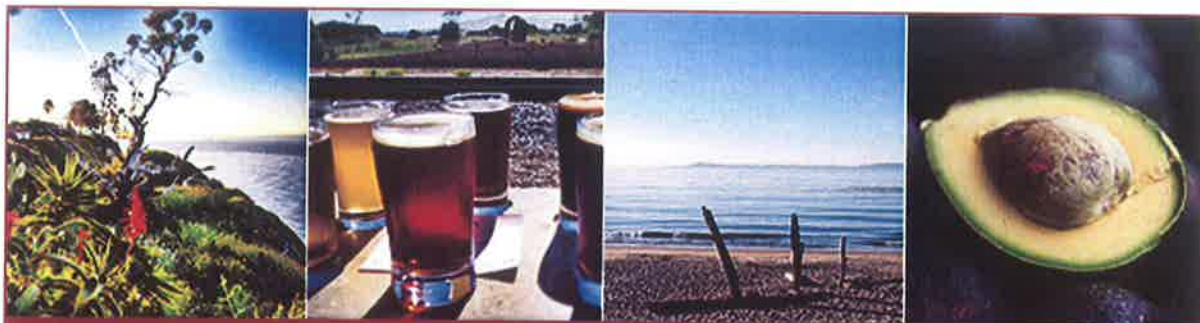
“Twenty years from now you will be more disappointed by the things you didn’t do than by the ones you did do. So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

– MARK TWAIN

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA



Attachment F



THE CARPINTERIA TOURISM FOCUS

A Message from Visit Santa Barbara President/CEO, Kathy Janega-Dykes:

Carpinteria continues to take the spotlight in a variety of Visit Santa Barbara's marketing, sales, and communications efforts. These past months presented an assortment of unique opportunities, including the social media initiative, SB Story, which invites fans to share their favorite aspects of Santa Barbara South Coast. Carpinteria joins its neighboring communities in a custom Pandora.com promotion and was host to notable journalists from all over the country in March. The quaint coastal town remains a hot spot throughout VSB's efforts to promote the destination—efforts that will continue through the upcoming busy summer season.

VISIT SANTA BARBARA ASKS: "WHAT IS YOUR CARPINTERIA STORY?"

Visit Santa Barbara's latest social media campaign, SB Story, has kicked off with much success, continually encouraging its fans and followers to share their stories and photos about what makes Santa Barbara South Coast special to them. Just completing phase two of four, SB Story has generated an overwhelming response to all five South Coast cities. Fans and followers have shared, and shared some more, what makes Carpinteria special to them. Visit Santa Barbara will use these assets for the continual promotion of Carpinteria throughout all social platforms. In addition to SB Story, Carpinteria was highlighted across all social and digital marketing efforts:

Facebook post on February 18th and 24th

Twitter posts on January 6th, March 10th and 28th, and April 4th and 24th

Google+ posts on February 17th and 25th

Instagram posts on April 4th and 22nd

Carpinteria State Beach featured in February 11th *Go Play!* E-Newsletter

Rose Story Farm featured in March 6th *Lifestyle.SB* E-Newsletter

SPECIAL CAMPAIGNS HIGHLIGHT SANTA BARBARA SOUTH COAST

Visit Santa Barbara launched a Culture 101 spring promotion showcasing unique, one-of-a-kind events, offerings, and culturally focused lodging packages available March 4 - May 31. Campaign components highlight all of Santa Barbara South Coast, including Santa Barbara, Carpinteria, Summerland, Montecito, and Goleta.

In March, Visit Santa Barbara kicked-off the first ever travel/music partnership with a custom Santa Barbara radio station through *Pandora.com*. The custom branded music station consists of multiple marketing layers, including a branded skin, a four-month long digital and radio spot campaign expected to reach over seven million impressions, in addition to other activations all showcasing the best of Santa Barbara. The banner ads driving to the station as well as the banner ads served within the station environment include mentions of all Santa Barbara South Coast cities, including Carpinteria.

SALES ATTENDS KEY INDUSTRY GATHERING

In April, Travel Trade Manager Jen Trupiano attended U.S. Travel Association's International Pow Wow (IPW) in Chicago, IL. VSB and partners conducted 80 pre-arranged appointments plus walk-ups in addition to networking at evening events during the three-day show. Carpinteria activities and hotel products were discussed with interested domestic and international tour operators. The event was very successful resulting in an influx of interest in Santa Barbara County.

Attachment G

**BYLAWS OF
THE SANTA BARBARA CONFERENCE & VISITORS BUREAU
AND FILM COMMISSION**

A California Nonprofit Public Benefit Corporation
Amended and Restated September 15, 2011

**ARTICLE I
OFFICES**

The principal office for the transaction of business of the Santa Barbara Conference & Visitors Corporation and Film Commission ("the Corporation") shall be located in the City of Santa Barbara, County of Santa Barbara. The Board of Directors shall have the authority to change the Corporation's principal office from one location to another, provided that the principal office for the transaction of business shall remain within the County of Santa Barbara.

**ARTICLE II
PURPOSE**

Section 2.01

Purpose

The purpose of the Corporation is to develop and conduct a fully integrated marketing plan including advertising, sales, visitor and trade information services and public relations programs to attract more visitors to the Santa Barbara region and to encourage and promote the use of the Santa Barbara region as a location for filming or otherwise recording images for motion pictures. The Corporation shall work to accomplish these goals by encouraging the participation of individuals, organizations, and governmental agencies in promoting Santa Barbara; by acquainting Santa Barbara's local public and its visitors with the conference and visitors facilities, amusements, special events, and points of interest in the area; by encouraging local and cultural activities which in themselves draw visitors; by informing local citizens of the importance of the conference and visitors' dollars to each citizen's prosperity and by such other methods as may be advantageous to the purposes of the Corporation and the community.

Section 2.02

Mission Statement

The mission of the Corporation is to market Santa Barbara County as a destination and location for filming and otherwise recording images for motion pictures.

Section 2.03

Vision Statement

The Corporation is acknowledged by the entire community and its leaders as the indispensable organization for forging public / private partnerships and coalitions to promote our destination, increase visitor spending and sustain the outstanding quality of life in Santa Barbara County.

**ARTICLE III
MEMBERSHIP**

Section 3.01

Membership

Any person or entity with a physical commercial presence in Santa Barbara County and an interest in promoting the convention and visitor businesses in the area or any such person or entity with an interest in promoting the area as a location for filming or otherwise recording images for motion pictures may apply for membership and subject to the right of the Board of Directors to approve any application for membership, upon payment of the annual membership fee set by the Board of Directors may become an active member of the Corporation.

Section 3.02

Honorary and *Ex Officio* Membership

Any person appointed as an Honorary or *Ex Officio* member of the Corporation's Board of Directors shall be made an Honorary or *Ex Officio* member of the Corporation.

Honorary and *Ex Officio* members of the Corporation shall have all the privileges of members other than the right to vote. The Board of Directors shall confer or revoke Honorary and *Ex Officio* membership by a majority vote and at the discretion of the Board of Directors, Honorary and *Ex Officio* members may be exempt from payment of dues.

Section 3.03

Associate Membership

Any person or entity that lacks a physical commercial presence in Santa Barbara County but that has an interest in promoting the convention and visitor businesses in the area or any such person or entity with an interest in promoting the area as a location for filming or otherwise recording images for motion pictures may apply for membership and (subject to the right of the Board of Directors to approve such membership application) upon payment of the annual membership fee set by the Board of Directors may become an associate member of the Corporation. Associate members pay full dues but are not eligible to vote.

Section 3.04

Membership Privileges

Each membership in good standing shall entitle the holder thereof to one vote by an appointed representative (confirmed in writing by that member) on membership matters which include election of Directors and Bylaw amendments as prescribed by Section 12.01. Honorary and associate members are excluded from this privilege.

For purposes of these Bylaws, any communication submitted in written form, including communications submitted by (i) hardcopy delivered by carrier or hand, (ii) facsimile and (iii) electronic mail delivered to the President at his/her electronic mail account provided through the Corporation, shall be considered provided "in writing".

Section 3.05

Membership Fee

The membership fee and frequency of payment shall be determined by the Board of Directors of the Corporation.

Section 3.06

Term and Expiration of Membership

The term of membership shall be annual, commencing upon first day of the Corporation's fiscal year and ending on the last day of the Corporation's fiscal year. The Corporation shall allow applicants for membership to apply for membership during the midst of any fiscal/membership year by paying a pro-rated membership fee reflecting the portion of the fiscal/ membership year remaining at the time that such application is made. The amounts of such pro-rated fees may be approximated according to the President's discretion. Upon the expiration of any term of membership, the rights of the member cease without further notice to the member.

Section 3.07

Termination of Membership

Any member may resign from the Corporation upon written notice to the Board of Directors. A member's voluntary resignation shall not entitle the member to a refund of any previously paid membership dues.

Any member may be expelled by the Board of Directors by a two-thirds (2/3) vote for nonpayment of dues after ninety (90) days from the date due. Any member may be expelled by a two-thirds (2/3) vote of the Board of Directors, at a regularly scheduled meeting thereof, for conduct unbecoming a member or prejudicial to the aims or repute of the Corporation. Expulsion on either of these two grounds may occur only after (i) a twenty (20) days advance notice has been mailed to the last known address of such member (or otherwise provided to the member in accordance with the subject member's membership records and communication preferences) and (ii) an opportunity for a hearing before the Executive Committee, not less than five (5) days prior to the effective date of the expulsion, is afforded such member. Upon any involuntary expulsion of a member, the expelled member shall be entitled to a pro rata return of any previously paid membership dues in an amount corresponding to the amount of the Corporation's fiscal year remaining after the effective date of the expulsion.

Section 3.08

Membership Ownership

The entity that pays the dues to the Corporation owns the membership. In the event of the dissolution of the entity that owns the membership, the membership shall be forfeited without any right of repayment of any membership dues previously paid by or on account of the dissolved entity.

ARTICLE IV BOARD OF DIRECTORS

Section 4.01

Board of Directors to Govern the Corporation

The Board of Directors shall be the governing body of the Corporation and shall have full authority and responsibility for management and a proper functioning of the organization.

Section 4.02

Number of Directors

The Board of Directors of the Corporation shall consist of as many as twenty-one (21) but no fewer than eleven (11) persons elected by the members (excluding Honorary and *Ex Officio* Directors). The exact number of directors shall be fixed, from time to time, by a resolution of the Board of Directors. The Directors shall be divided into approximately three sections so that only approximately one-third of the Board will be eligible for re-election each fiscal year. Approximately two-thirds of the Directors should be chosen from the hospitality industry and approximately one-third of the Directors should be chosen from the community-at-large.

At least one-third (1/3) of the members of the Board of Directors shall be representatives of lodging businesses assessed by the SBTBID.

Section 4.03

Election and Term

Directors shall be elected to serve on the Board of Directors for a term consisting of three (3) consecutive years. The Chairman-elect may be given a new 1-year term to serve as Chairman, and the Chairman (including one already serving in a new 1-year term) may be given a new 1-year term to serve as Immediate Past Chairman. Except as provided in this Section 4.03, an elected Director shall be eligible for re-election to the Board of Directors only after the expiration of one year from the date of termination of his or her third year of service. A Director who has been appointed to fill a Board vacancy may run for election upon completion of the appointed term.

Section 4.04

Manner of Election

The Directors shall be elected at the annual meeting of the Corporation or by ballot prior to the annual meeting, as specified in Article VI.

Section 4.05

Honorary and *Ex Officio* Board Directorship

From time to time, the Board of Directors may appoint persons to act as Honorary or *Ex Officio* Directors of the Corporation. Honorary Directors shall be persons that have achieved distinction in public affairs and/or have demonstrated an exemplary commitment to the Corporation. *Ex Officio* Directors shall be persons who hold elected offices within the Santa Barbara region. Honorary and *Ex Officio* Directors shall have all the privileges of Directors other than the right to vote.

The Board of Directors shall confer or revoke Honorary and *Ex Officio* Directorship by a majority vote.

Section 4.06

Vacancies

Vacancies occurring on the Board of Directors between annual meetings of the Corporation shall be filled by appointment by the Board of Directors. A Director so appointed shall fulfill the remaining portion of the vacated 3-year term except when the Board of Directors appoints the director for a shorter term in order to accomplish the one-third divisions described in section 4.02. Except as provided in section 4.03, an appointed director may then run for his or her own 3-year term.

Section 4.07

Quorum

A majority of the Directors shall constitute a quorum for the transaction of business. Resolutions made by a majority of Directors present at a duly held meeting at which a quorum is present shall be the act of the Board, subject to the more stringent provisions of the California Nonprofit Public Benefit Corporation Law. A meeting at which a quorum is initially present may continue to transact business despite the withdrawal of directors, if any action taken or decision made is approved by at least a majority of the required quorum for that meeting.

Section 4.08

Unexcused Absences, Leave of Absence

A Director who shall have two unexcused absences from regularly scheduled meetings in any one fiscal year will be automatically dropped from membership on the Board, unless the absence is approved by a majority vote of the Board of Directors at any meeting thereof. A written request for an extended leave of absence must be submitted to the Chairman.

ARTICLE V OFFICERS

Section 5.01

Officers

Officers of the Corporation shall be the Chairman, Vice-Chairman, Treasurer, Secretary, Immediate Past Chairman and President/Chief Executive Officer.

The Board of Directors may approve on a case-by-case basis any request by the Corporation's President/Chief Executive Officer that the title of Vice President be given to any of the Corporation's employees; provided that no employee given such a title shall be (or hold himself or herself out to be) an officer of the Corporation by virtue of such title.

Section 5.02

Chairman

The Chairman shall preside at all meetings of the Board and of the members. He or she shall be the chief elected officer of the Corporation and subject to approval of the Board, shall have general supervision of the business of the Corporation.

Section 5.03

Vice Chairman

The Vice Chairman shall perform such duties as pertain to his or her office and as may be required by the Board. In the absence of or disability of the Chairman, the Chairman's duties shall be performed by the Vice Chairman, and in such cases, the Vice Chairman shall have the full authority of the Chairman. The Vice Chairman serves as Chairman-elect of the Board and presides over the Nominating Committee.

Section 5.04

Treasurer

The Treasurer shall be the Corporation's chief financial officer and shall work with the President / Chief Executive Officer and the Corporation's accountant and/or bookkeeper to direct and control the maintenance of the books and accounts of the Corporation. The Treasurer has full authority to review all funds paid into and all receipts paid out of the Corporation and shall perform such other duties as pertain to his or her office or as may be required by the Board of Directors. The Treasurer serves as Chairman of the Audit Committee.

Section 5.05

Immediate Past Chairman

The Immediate Past Chairman shall be considered an officer and shall serve on the President / CEO Review Panel.

Section 5.06

Secretary

Absent a specific resolution of the Board of Directors to the contrary, the Secretary's duties shall consist of the following:

1. The Secretary shall keep or cause to be kept minutes of all members' meetings, all meetings of the Board of Directors and all meetings of the Board of Directors' Executive Committee. If the Secretary is unable to be present at any such meeting, the Secretary or the presiding officer of the meeting shall designate another person to take the minutes of the meeting. The minutes of each meeting shall state the time and place the meeting was held, whether it was regular or special, and if the meeting was special, how it was called or authorized; the number of members present or represented at members' meetings; the names of Directors present at Board or Executive Committee meetings, an accurate account of the proceedings; and when the subject meeting was adjourned.
2. The Secretary shall keep or cause to be kept at the principal executive office a book of minutes of all meetings and actions of the members, of the Board of Directors and of committees of the Board of Directors.
3. The Secretary shall keep or cause to be kept at the principal executive office a record or duplicate record of all members, honorary members and associate members. This record shall show the names of all members, Honorary members, *Ex Officio* members and associate members (hereinafter within this Section 5.06, collectively referred to as "members"); the addresses of all members; an accurate accounting of membership fees paid by all members; the email addresses of all members; and with respect to all members, whether or not each such member that has agreed to receive all notices pertaining to such member's membership by email, and with respect to each such member that has so

agreed, a copy of such member's authorization and agreement to receive all notices pertaining to such member's membership by email.

4. The Secretary shall give notice or cause notice to be given of all members' meetings, Board meetings and meetings of committees of the Board for which notice is required by statute or by the Bylaws. If the secretary or other person authorized by the Secretary to give notice fails to act, notice of any meeting may be given by any other officer of the Corporation.
5. The Secretary shall have such other powers and perform such other duties as prescribed by the Board of Directors or the Bylaws.

Section 5.08

President / Chief Executive Officer

The President / Chief Executive Officer shall be the Corporation's ranking staff member and shall be responsible for the preparation and implementation of a balanced operating budget covering all activities of the Corporation, subject to the approval of the Board of Directors. At the discretion of the Executive Committee of the Board of Directors, the President/CEO will attend all meetings of the Executive Committee.

ARTICLE VI NOMINATION & ELECTION OF DIRECTORS AND OFFICERS

Section 6.01

Nomination of Board Directors

No later than March of each year, the Board of Directors shall appoint an advisory Nominating Committee consisting of the Chairman-Elect and four members of the Corporation (any number of whom may also be Directors). The President/ Chief Executive Officer shall supply the Nominating Committee with a list of the Corporation's members. This committee shall meet and select candidates for election to the Board of Directors. These candidates shall be contacted by the Nominating Committee and must signify their willingness to serve before their names can be submitted to the Corporation's members for approval. The final slate of nominees will be approved at a meeting of the Board of Directors. Additional candidates may be nominated by written petition of ten of the Corporation's members submitted to any officer of the Corporation within twenty days after the members' receipt of notice of the Board of Directors' final slate of nominees.

Section 6.02

Election of Board of Directors

Ballots shall be provided to all of the Corporation's members or their respective appointed representatives (as previously confirmed in writing by such members) eligible to vote. The Nominating Committee will tally the ballots, and the candidates receiving the highest number of votes shall be declared elected and certified to the Board. The newly elected Directors shall assume their responsibilities on the first day of the fiscal year.

Section 6.03

Ties in Balloting

In case of a tie, selection shall be determined by a subsequent vote of the Corporation's members or their appointed representatives.

Section 6.04

Voting

There shall be one (1) ballot issued per membership and provided to the designated representative or its appointed representative.

Section 6.05

Eligibility to Vote

A member must be current in its account with the Corporation in order to be entitled to vote.

Section 6.06

Nomination of Vice Chairman

The first duty of the Nominating Committee will be to nominate a Vice Chairman (Vice Chairman-elect) for the upcoming year. This nominee shall be submitted to the Board of Directors for approval and shall become a member of the Nominating Committee.

Section 6.07

Nomination and Election of Officers

After the annual election of the new Directors, the Board of Directors shall meet and elect officers for the coming year. A slate of proposed officers shall be previously prepared for the Board of Directors by the Nominating Committee and submitted to them at least five days prior to the Board meeting at which the officers are scheduled to be elected. Further nominations for officers may be made from the floor.

Section 6.08

Vacancies

If an officer resigns his or her position, the Executive Committee will promptly meet and make a recommendation to the Board as to what individuals should fill the vacancy for the remainder of the term.

ARTICLE VII COMMITTEES

Section 7.01

Marketing Committee

There shall be an advisory Marketing Committee, appointed by the Chairman and composed of members of the Corporation experienced in marketing practices, advertising and/or publicity. The Chairman shall name a member of the Board of Directors as Chairman of the Marketing Committee.

Section 7.02

Executive Committee

There shall be an Executive Committee composed of (1) those directors who are also the Corporation's officers, (2) the Director that acts as the Chairman of the Marketing Committee and (3) the Director that acts as the Chairman of the Tourism Business Improvement District Committee. Specifically, it will include: the Chairman, Vice Chairman, Secretary, Treasurer, Immediate Past Chairman, the Chairman of the Marketing Committee and the Chairman of the Tourism Business Improvement District Committee. Only directors may serve on the Executive Committee.

The Executive Committee's duties are to: set the agenda for Board meetings; act on the Board's behalf during exigent circumstances in between Board meetings; act on the Board's behalf in connection with any confidential employment or other matters that the Corporation's legal counsel advises should be considered only by the Corporation's Executive Committee, provided (1) that the Executive Committee may not exceed the limitations placed upon the powers of any committee pursuant to the California Corporations Code, and (2) summaries (redacted, if reasonably required) of all such actions must be provided to the Board at its next regularly scheduled meeting; formulate a job description for the President / Chief Executive Officer; and review the President / Chief Executive Officer's job performance and contract.

A sub-committee of the Executive Committee (the “President / CEO Review Panel”), consisting of the Chairman, Vice Chairman and Immediate Past Chairman will conduct the review and report to the Executive Committee, who in turn will report to the full Board. This review should also address salary issues. Except for those actions prohibited to be performed by a committee pursuant to section 5212(a) of the California Corporations Code, the Executive Committee may act on behalf of the full Board between Board meetings. Actions taken by the Executive Committee require majority approval of the Executive Committee and those actions taken shall be reported to the Board of Directors at the next regularly scheduled meeting.

A majority of the Executive Committee shall constitute a quorum for the conduct of business.

Section 7.03

Audit Committee

The Treasurer will chair the Audit Committee and will select three additional Board members to serve thereon. The Audit Committee Chairman will determine the frequency and timing of the meetings.

Section 7.04

Tourism Business Improvement District Committee

- A. There shall be a Tourism Business Improvement District Committee (the “TBID Committee”). The TBID Committee shall be charged with developing an annual budget and service priorities for the Santa Barbara Tourism Business Improvement District (the “SBTBID”) funds in accordance with the SBTBID Management District Plan and any applicable Resolutions adopted by the Santa Barbara City Council.
- B. The TBID Committee will submit the annual budget to the Corporation’s Board of Directors. The TBID Committee-approved budget shall be deemed approved by the Board of Directors after a vote, unless a majority of the Board of Directors who attend the meeting at which such vote is taken vote to disapprove the TBID budget (a “veto”); provided, however that a majority of the lodging business representatives on the Board of Directors vote to veto the budget. The submitted budget shall be deemed approved if a majority of the Board of Directors, which does not include a majority of the lodging business representatives on the Board of Directors, votes to veto. The TBID Committee shall be responsible for revising any vetoed budget and resubmitting it to the Board of Directors. If the budget is submitted and the Board of Directors does not veto it at the following meeting, it shall be considered approved.
- C. The TBID Committee shall cause to be prepared and submitted to the Santa Barbara City Council an annual report pursuant to Government Code §36650. The President/CEO of the Corporation shall be responsible for managing the day-to-day operations of the SBTBID and shall report thereon as necessary to the TBID Committee.
- D. All meetings of the TBID Committee shall be held in compliance with the requirements of the Ralph M. Brown Act, Government Code §54950 *et seq.* The TBID Committee shall also comply with the California Public Records Act, Government Code §6250 *et seq.*
- E. The TBID Committee shall have a total of fifteen (15) members. Each member shall have one (1) vote. All members of the Committee shall be representatives of lodging businesses paying the SBTBID assessment. Two (2) members of the Committee shall be chosen at-large. The remaining thirteen (13) members shall serve in seats as described below:

<u>Representation</u>	<u>Number of Seats</u>
City of Santa Barbara – Tier 4 (ADR >\$200) with over 200 rooms	1

<u>Representation</u>	<u>Number of Seats</u>
City of Goleta – Tier 4 (ADR >\$200) with over 200 rooms	1
Santa Barbara County – Tier 4 (ADR>\$200) with over 200 rooms	1
Multi-unit operator with over 300 rooms	1
City of Santa Barbara	3
City of Goleta	1
City of Carpinteria	1
Santa Barbara County	1
Tier 1 (ADR under \$100)	1
Tier 2 (ADR between \$100 and \$150)	1
Tier 3 (ADR over \$150 and up to \$200)	1

- F. Initial members of the Committee shall be nominated by the Corporation's Board of Directors and elected by lodging businesses paying the SBTBID assessment. The Board of Directors shall nominate one candidate for each vacancy. Ballots shall be mailed to each assessed lodging business.
- G. The initial Committee members shall serve for staggered terms of one, two or three years. At the first meeting of the Committee, the initial members shall draw lots to determine their individual terms. Thereafter Committee members shall serve for staggered terms of three (3) years. Vacancies on the TBID Committee shall be filled by nominations from the TBID Committee and an election by the assessed lodging businesses.
- H. A Committee member may resign by giving written notice to the Committee. Any resignation shall take effect upon the date of the receipt of the notice, or at a later date as specified in the resignation. Vacancies in the Committee shall be filled by vote of the remaining members of the Committee at the soonest possible meeting.
- I. SBTBID funds shall be deposited into a bank account specifically established for SBTBID funds. There shall be no comingling of SBTBID funds with Corporation funds. Any funds remaining in this account at the termination of the SBTBID shall be distributed pursuant to the SBTBID Management District Plan and any applicable Resolutions adopted by the Santa Barbara City Council.

Section 7.05

Other Board and Advisory Committees

The Board may appoint such other Board committees as it deems necessary or appropriate to act on its behalf, provided that each such Board committee must include a minimum of two directors. The Chairman may appoint such other advisory committees as he or she may deem necessary or appropriate. Advisory committees shall report their recommendations to the Board of Directors for action and shall have no authority to act on behalf of the Board.

ARTICLE VIII FISCAL YEAR

The fiscal year of this organization shall be July 1 to June 30.

ARTICLE IX MEETINGS

Section 9.01

Annual Meetings

The annual meeting of the active members of the Corporation ("the Membership") shall be held at a time and place as determined by the Board of Directors.

Section 9.02

Special Meetings

Special meetings of the Membership may be held upon call by the Chairman or upon written petition by five percent or more of the Membership. Such meetings shall be at a time and place as shall be determined by the Chairman. Notice of the meeting shall be given not less than ten nor more than ninety days before the date of the meeting to each member who, on the record date for notice of the meeting, is entitled to vote thereat. The Corporation shall be permitted to give notice to the members of special meetings via electronic mail, facsimile or telephonic transmission; provided, however, that if notice is given by any means other than first-class, registered, or certified postal mail, that notice shall be given not less than twenty days before the meeting. Such notice shall state the place, date and time of the meeting and the general nature of the business to be transacted at the special meeting. No business not stated in the notice to members may be transacted at that meeting.

Section 9.03

Regular Meetings

Regular meetings of the Board of Directors shall be held. The time and place for such meetings shall be selected by the Board. Notice of the meeting shall be given not less than ten nor more than ninety days before the date of the meeting to each member who, on the record date for notice of the meeting, is entitled to vote thereat. The Corporation shall be permitted to give notice to the members of regular meetings via electronic mail, facsimile or telephonic transmission; provided, however, that if notice is given by mail, and the notice is not mailed by first-class, registered, or certified mail, that notice shall be given not less than twenty days before the meeting. Such notice shall state the place, date and time of the meeting and the general nature of those matters which the Board, at the time the notice is given, intends to present for action by the members; provided that except as provided in section 5512 (b) of the Corporations Code, any proper matter may be presented at the meeting for such action.

Section 9.04

Special Meetings Called by Chairman

Special meetings of the Board of Directors may be called by the Chairman at any time upon 48 hours written notice.

Section 9.05

Quorum at Meetings of Board of Directors

A majority of the Board shall constitute a quorum for the conduct of business.

Section 9.06

Quorum at Meetings of Members

At any annual or special meeting of members, twenty percent (20%) of the active membership in good standing shall constitute a quorum.

Section 9.07

Proxies

Proxy votes in writing and sealed, shall be allowed at the annual or special meetings of the members.

**ARTICLE X
FINANCES**

Section 10.01

Budget

It shall be the goal for the Corporation to operate each year on a total balanced budget so that projected expenses do not exceed projected revenues. Towards this end, the Executive Committee shall adopt a balanced budget for the coming year and submit it to the Board of Directors for approval.

Section 10.02

Annual Auditor's Review

The accounts of the Corporation shall be reviewed annually by a licensed CPA firm.

**ARTICLE XI
DISSOLUTION**

The Corporation shall use its funds only to accomplish the objectives and purposes specified in these Bylaws and the Articles, and no part of said funds shall be distributed to the members of the Corporation. On dissolution of the Corporation, any assets remaining shall be handled by the Board of Directors as required by the Articles of Incorporation and applicable law. Any recoverable cooperative advertising funds shall be held in trust for the members and returned to the participating members in proportion to the amounts paid. Any money which the Corporation shall have on hand if allocated by any city and/or the County of Santa Barbara for conducting its advertising/marketing program shall be held in trust and shall be returned to the city and/or County according to the percentage of funding provided to the Corporation.

**ARTICLE XII
AMENDMENTS**

Section 12.01

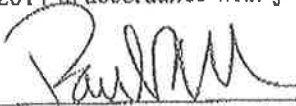
Amendments

Amendment, revision, or repeal of any part or of all of these Bylaws may be made by a vote of a majority of the Board of Directors. An amendment, revision or repeal of any part or of all of these Bylaws that (i) affects the voting or transfer rights of members, (ii) changes the minimum or maximum number of Directors, (iii) establishes a fixed number of Directors, or (iv) effects any other change requiring approval of the members according to governing law, shall also be approved by the members. Such member approval shall be by a majority of votes, but not less than 20% of the general membership, cast at any regular meeting, or at a special meeting of the membership called for that purpose, or by ballot.

OFFICER'S CERTIFICATE

The undersigned, Paul Bullock, being the duly-elected and presently-serving Secretary of the Santa Barbara Conference & Visitors Corporation and Film Commission ("the Corporation") does hereby certify that these Bylaws represent the amended and restated bylaws of the Corporation, as approved on September 15, 2011 in accordance with § 12.01 and the California Corporations Code.

By:
Its:


Secretary

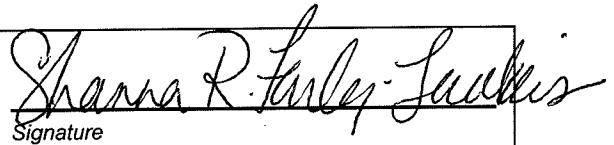
Date: 9/30/2011

STAFF REPORT
CITY COUNCIL MEETING
September 22, 2014

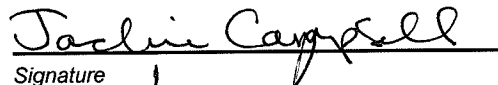
ITEM FOR CONSIDERATION

Receive Presentation of Concha Loma Neighborhood Residential Design Guidelines

Report prepared by: Shanna R. Farley-Judkins
Assistant Planner


Signature

Reviewed by: Jackie Campbell
Community Development Director


Signature

Reviewed by: Dave Durflinger
City Manager


Signature

STAFF RECOMMENDATION

Action Item ____ Non-Action Item X

Receive presentation and any public comments on the Concha Loma Neighborhood Residential Design Guidelines.

I. BACKGROUND

The General Plan encourages the development of design guidelines for each neighborhood subarea. The Subarea 5 Design Guidelines are the third set of design guidelines developed for a specific neighborhood in the City. The first design guidelines were developed for Subarea 3, the single family neighborhoods inland of Highway 101. The second design guidelines were developed for Subarea 1, the beach neighborhood, which were reviewed by the Architectural Review Board and approved by the Planning Commission in 2012. Over time, staff will continue developing design guidelines for the remaining neighborhood subareas identified in the Community Design Element.

Architectural Review Board

The draft Design Guidelines were initially reviewed by the Architectural Review Board (ARB) at the June 12, 2014 ARB meeting. Staff presented the draft Design Guidelines and accompanying graphics section by section and asked the Board and members of the public to provide input on the specific guideline language as well as the overall layout and organization of the document. Staff also asked the Board to consider whether there were other design aspects that should be addressed and included in the Concha Loma Neighborhood Design Guidelines.

Generally the Board was pleased with the draft guidelines and felt that many of the guidelines closely followed the comments and direction typically provided by the Board to project applicants. The guidelines that generated the most feedback from the Board and the public concerned applicability of three sets of CC&Rs which were recorded on the three tracts in the neighborhood. The public and Board also agreed that clarification should be made regarding the differences between the three tracts and their boundaries. The Board suggested that minor language and graphic changes could be made. The ARB continued its review of the draft Design Guidelines document to a second meeting and asked staff to return with revisions.

The project returned to the ARB at the July 17, 2014 meeting. Staff presented the revisions made to the document in response to the Board's and public's previous input. The Board was generally in favor of the revisions. The public continued to raise concerns about the applicability of the CC&Rs within the neighborhood, although the language in the document had been simplified to remove any specific regulatory information about the CC&Rs. Ultimately, the Board voted unanimously to recommend approval of the draft Guidelines to the Planning Commission.

Planning Commission

After review by the Architectural Review Board (ARB) in June and July, the Draft Design Guidelines were reviewed by the Planning Commission at its September 2, 2014 meeting. Overall, the Draft Guidelines were well received by the Planning Commission, finding the Guidelines to be consistent with the ARB and Planning Commission's desired direction for residential development in the Concha Loma Neighborhood. The Commission believed that the Guidelines would be beneficial in helping applicants to design projects in line with the City's vision for the Concha Loma Neighborhood. The Planning Commission and members of the public provided comments on the proposed guidelines and continued concerns about the applicability of CC&Rs within the tracts. Staff confirmed that the guidelines would not impact the enforceability of private CC&Rs within the neighborhood. Ultimately, the Planning Commission voted on September 2, 2014 unanimously to approve the Concha Loma Design Guidelines. (See Planning Commission Resolution No. PC-14-012, Attachment 2).

II. PROJECT INFORMATION

The Design Guidelines apply to new residential development in the Concha Loma Neighborhood (Subarea 5) as designated by the Community Design Element. The Residential Design Guidelines are intended to guide the character and appearance of residential development in the Concha Loma Neighborhood in order to achieve consistency with the vision for the neighborhood outlined in the Community Design Element of the City's General Plan/Local Coastal Land Use Plan by providing a greater level of detail for review of projects through the City's development review process. The Concha Loma Neighborhood comprises a mix of architectural styles and eras, and is bounded by Carpinteria Creek on the west, Carpinteria Avenue on the north, the Carpinteria Oil and Gas Plant on the east and the railroad tracks, Tar Pits Park and Carpinteria State Beach on the south. This Subarea includes unique and distinctive residential streets that are generally curving and undulate vertically with the natural coastal terrain. In cross section, they range from traditional tree-lined fully improved streets to narrow roads with unpaved edges and no sidewalks. This variety makes the neighborhood a desirable place to live and is worth preserving to maintain the semi-rural character of the area.

The area covered by these Guidelines is zoned Single Family Residential (R-1). The Concha Loma Neighborhood also includes an area zoned Planned Residential Development (PRD) and one parcel zoned Commercial Planned Development (CPD), although these Design Guidelines do not apply to lots designated with the PRD or CPD zones. Subarea 5 has a General Plan/Coastal Plan Land Use Designation of both Low Density (LDR) and Medium Density Residential (MDR).

The Guidelines are primarily intended for use reviewing private single family residential property development. Although the Guidelines are generally to be used to analyze private development, some of the Guidelines could be used for reviewing public improvements along frontages where sidewalks, parkway strips and curb and gutters border private frontages. For example, DG 5 notes that when private properties within the Concha Loma Subdivision are developed improvements along the right-of-way should allow for on-street parking and safe pedestrian access. This Guideline was developed to address various properties that have existing landscaping, fencing and other impediments encroaching into the public realm and prohibit parking and pedestrian access outside of the drive aisle. Later in the document, other guidelines generally address how frontages of properties should be designed (DG 17, DG 18, and DG 24).

The Design Guidelines are organized into eight categories. Each category includes a compendium of applicable General Plan/Coastal Plan policies that relate to that category along with the proposed Guidelines that more specifically implement the General Plan/Coastal Plan. Graphics are also included to illustrate the Design Guidelines. The eight categories are briefly described below.

- **Neighborhood Differences:** Within the larger Concha Loma Subarea 5 Neighborhood, there are two distinct neighborhoods that are defined by their unique

design and character. These two neighborhoods are the Carpinteria Park Estates/Carpinteria Park neighborhood to the east and the Concha Loma neighborhood to the west. The Guidelines are specific to each neighborhood and are meant to ensure that the unique character of each is preserved.

- **Mass and Scale:** The Guidelines promote consistency and compatibility of development in the Concha Loma Neighborhood and address building height, yard setbacks, second floor size/placement and building mass/scale.
- **Architectural Elements:** The Guidelines ensure quality design and detailing by addressing architectural style, details, colors and materials.
- **Frontage Design:** The Guidelines promote attractive frontages and influence how frontages interact with the street and the rest of the community by addressing garage placement/detailing, entry elements and fencing.
- **Landscape and Hardscape:** The Guidelines promote landscaping as a means to improve the appearance of structures and the quality of the surrounding environment and encourage pervious materials for use in hardscape areas.
- **Outdoor Lighting:** The Guidelines encourage outdoor lighting that does not adversely affect the nighttime sky and is respectful of adjacent properties, wildlife and environmentally sensitive habitat areas. This is achieved by addressing light intensity and types of lighting fixtures.
- **Privacy:** The Guidelines encourage design that ensures the privacy of adjacent properties when second story additions are proposed by addressing window placement and size and location of rooftop decks or balconies.
- **Utilities and Services:** The Guidelines encourage utility connections, private infrastructure and similar services to be screened or designed in an attractive manner. The Guidelines address utility lines, utility placement, mailboxes, trash enclosures, antennas and solar panels.

The Residential Design Guidelines for the Concha Loma Neighborhood as approved by the Planning Commission are included as Attachment 1.

III. POLICY ANALYSIS

General Plan/Coastal Plan Policies

The Land Use and Community Design Elements of the City's General Plan/Local Coastal Land Use Plan contain citywide and subarea-specific objectives and policies to guide new development. The applicable objectives and policies for this project are provided and analyzed below.

LAND USE ELEMENT OBJECTIVES AND POLICIES

Objective LU-1: *Establish the basis for orderly, well-planned urban development while protecting coastal resources and providing for greater access and recreational opportunities to the public.*

Objective LU-3: *Preserve the small beach town character of the built environment of Carpinteria, encouraging compatible revitalization and avoiding sprawl development at the city's edge.*

Policy LU-3b: *The Community Design Element shall guide the character of development, and represent a comprehensive statement of the community's visual objectives.*

Policy LU-3f: *Encourage the remodeling and revitalization of neighborhoods and commercial areas in accordance with principles established in the Community Design Element.*

The Land Use Element describes objectives and policies for general land use planning within the City. The Design Guidelines support the above land use policies in that they help to ensure that development in Subarea 5 is completed in accordance with the City's General Plan/Coastal Land Use Plan and Municipal Code. Only projects that conform to the objectives and policies of the General Plan can be approved by the City's decision-makers. The proposed Design Guidelines are intended to assist applicants, members of the public, City staff and decision-makers in designing and evaluating projects to ensure compatible and appropriate development. The Guidelines take a step beyond the overarching policies of the General Plan and provide a finer grain of detail in terms of describing what the desired qualities of new development should include. In doing so, the Guidelines provide a clear, effective set of principles, which if followed, ensure well-planned and attractively designed neighborhoods that remain consistent with the City's "small beach town" character.

COMMUNITY DESIGN ELEMENT OBJECTIVES AND POLICIES

Objective CD-4: *These objectives and policies should be implemented through Specific Plans or similar documents based on the identified neighborhood, district and corridor design subareas.*

The proposed Guidelines were developed specifically for the Concha Loma Neighborhood to provide additional guidance to applicants and decision-makers in ensuring that new residential development is designed in a manner that is consistent with the objectives and policies of the Community Design Element. The Guidelines provide a more specific set of recommendations to influence new development so that it can be found compatible with its surroundings and the sense of place that exists in the Concha Loma Neighborhood is maintained over time. The Guidelines were developed to primarily

serve as a guide for residential private property development, but could be generally used to review public projects where they are appropriate.

SUBAREA 1 OBJECTIVES AND POLICIES

Objective CDS5-1: *Preserve and strengthen the visual and physical connections between the sub area, the beach. The downtown and other neighborhoods and districts in the city.*

Objective CDS5-2: *Preserve the existing residential neighborhoods and their unique characteristics, and ensure that new development enhances the neighborhood character.*

Objective CDS5-3: *Ensure that new development is sensitive to the scale and character of the existing neighborhoods, and consistent with the city's "small beach town" image.*

Policy CDS5-b: *Design guidelines should be developed for Subarea 5 through specific plan or similar planning document.*

The Design Guidelines build from the General Plan policies and provide more specificity in guiding new development in Subarea 5. The Guidelines address neighborhood differences, mass and scale, architectural elements, frontage design, landscape and hardscape, outdoor lighting, privacy and utilities and services. Through these categories, the Guidelines promote maintaining the scale and character and preserving and enhancing the pedestrian connections between the public realm and the private realm. The intent of the Guidelines is to provide additional detail and direction for new development proposals in order to promote consistency with the above-noted Subarea 5 objectives. Adopting guidelines rather than a Specific Plan allows the City decision-makers full control over the content of the Guidelines and creates a document that can be modified over time as new issues in land use planning may arise.

IV. FINANCIAL CONSIDERATIONS

Funding for completion of the Beach Neighborhood Design Guidelines was included in the Community Development Department budget for staff time associated with the Advance Planning Program. Much of the work for this project was completed by two volunteer interns, Emmanuel Angulo undergraduate student from Arizona State University and Andrea Olson graduate student from Cal Poly San Luis Obispo. No outside consultant or other services were used.

V. ATTACHMENT

Attachment 1 - Concha Loma Neighborhood Residential Design Guidelines,
September 2014

Attachment 2 – Resolution PC-14-012, adopted September 2, 2014

CITY COUNCIL MEETING
September 22, 2014

Attachment 1

Concha Loma Neighborhood Residential Design Guidelines
September 2014



CITY OF CARPINTERIA, CALIFORNIA

Residential Design Guidelines Subarea 5 Concha Loma Neighborhood

September 2014

Purpose

The development review process is a creative and collaborative process designed to protect and preserve the rural charm, natural history and beauty of the City through careful review of proposed development. This is important because the City of Carpinteria's small beach town image is exemplified in the homes that comprise the Concha Loma Neighborhood, the boundaries of which are established in the General Plan. It is the intent of the General Plan and the Local Coastal Land Use Plan policies included in the Community Design Element of the General Plan to uphold this image. These Design Guidelines allow the creative process to continue while providing guidance as to the primary standards by which a project will be evaluated. These Guidelines augment existing standards contained in the Community Design Element of the General Plan/Local Coastal Land Use Plan, Carpinteria Municipal Code Chapter 14, Zoning Code and Chapter 2.36, Architectural Review Board.

The exterior appearance of residences, the type and extent of landscaping and the site design of a property affect the desirability of the immediate area and neighboring areas for other land uses. It is in the interest of the City to prevent the introduction of elements which may be incompatible with the highest quality development and which might impair the value of both improved and unimproved property. As set forth the General Plan/Local Coastal Land Use Plan, it is the intent of the City Council to preserve property values and to encourage the most appropriate and beneficial use of land so as to safeguard the general welfare of the community. Therefore, these Design Guidelines are appropriate for the Concha Loma Neighborhood.



Figure 1: The Concha Loma Neighborhood (Subarea 5)

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Applicability

These Guidelines are intended for use by applicants, the public, City staff and the Architectural Review Board (ARB) to evaluate the suitability of development reviewed through the City's planning process. For applicants, the Guidelines can be used in design before an application is submitted. The public can use these Guidelines to measure whether a proposed project is appropriate. City staff can use the Guidelines to assist applicants, the public and the ARB in analyzing consistency with development policies. The Architectural Review Board can use the Guidelines as a tool to evaluate the compatibility and context of a structure in addition to its architectural merit.

Contextual compatibility of development is of foremost importance and underlies the purpose of these Design Guidelines. Context is the setting in which a structure exists, including the project site, properties immediately adjacent to a project site and the larger surrounding neighborhood. Building scale and massing, how the building is presented to the street, its setting and the architectural style all contribute to the perception of compatibility.

These Guidelines are to be used in addition to the City's Zoning Code and General Plan/Local Coastal Land Use Plan to gauge whether proposed development is appropriate in a particular location. Development does not necessarily need to comply with every guideline in order to be approved; however, the greater the degree of compliance with the Guidelines, the greater the likelihood of approval.

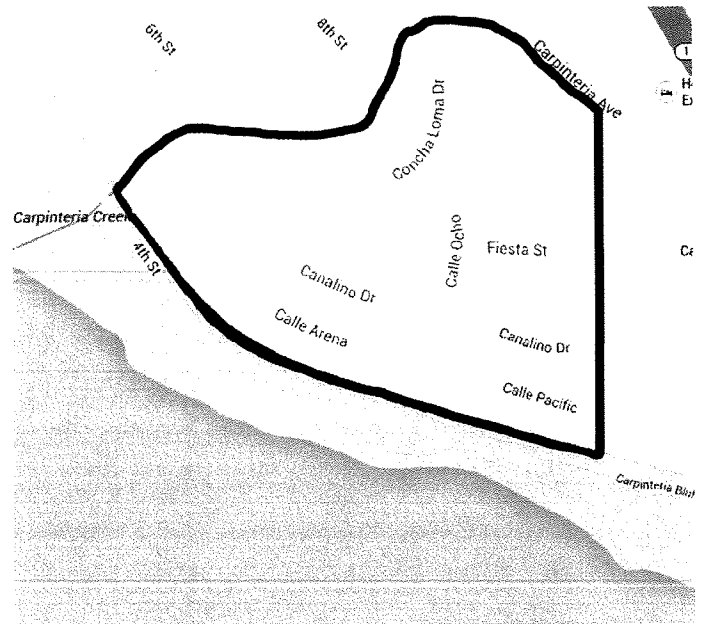


Figure 2: Boundary of Concha Loma Neighborhood

Boundary

The Concha Loma Neighborhood Subarea is bounded by Carpinteria Creek on the west, Carpinteria Avenue on the north, the Carpinteria Oil and Gas Plant on the east and the railroad tracks, Tar Pits Park and Carpinteria State Beach on the south. This Subarea includes unique and distinctive residential streets. The streets are generally curving and undulate vertically with the natural coastal terrain. In cross section, they range from traditional tree-lined streets to narrow roads with unpaved edges and no sidewalks. This variety makes the neighborhood a desirable place to live and is worth preserving to maintain the semi-rural character of the area. A small number of commercial and multi-family buildings are located on Carpinteria Avenue, along the northern edge of the neighborhood. Any changes to these sites should be made in conformance with the applicable policies of the Community Design Element, and with sensitivity to the abutting residential uses to the south. These Guidelines apply only to single family residential development in Subarea 5.

Carpinteria Creek

The Carpinteria Creek watershed reaches a peak elevation of approximately 4,690 feet. Headwater tributaries drain steep hillsides and canyons of the Santa Ynez Mountains. In the foothills and coastal plain, Carpinteria Creek passes through agricultural and urban areas. The creek passes under bridge crossings at U.S. 101 and Carpinteria Avenue, and continues south between the Concha Loma residential tract to the east and the downtown area to the west. Farther downstream, the creek passes under the Union Pacific Railroad bridge and empties into the ocean at Carpinteria State Beach.

Carpinteria Creek is one of the few streams in Southern California that has not been channelized and continues to flow year round. It is also home to a recovering steelhead trout population and provides habitat for several other species of special concern. The creek is the western boundary of the neighborhood which separates the more urban Downtown/Old Town Neighborhood subarea and the Concha Loma Neighborhood. The tall canopy of the riparian area also aids in dividing these two neighborhoods.

The Bob Hansen Creeks Preservation Program was adopted by the City Council in 2005 and implements the Local Coastal Program. It guides preservation and restoration of all of Carpinteria's creeks. Development of properties located adjacent to Carpinteria Creek may require increased setbacks and limitations on development to protect sensitive resources.



Figure 3: Carpinteria Creek separates the Downtown/Old Town and Concha Loma Neighborhoods

History

The Concha Loma Neighborhood is partially located on a former Chumash Village that was known as “Mishopshnow.” It is believed that Native American occupation began 9,000 years or more ago in Santa Barbara County. The Mishopshnow Village occupied the area of the current Concha Loma neighborhood presumably until Spanish occupation, which began in 1769, and the subsequent establishment of the California Mission system. Spanish explorers referred to this village site as “La Carpinteria” for the canoes or “tomols” on the beach and others that were being constructed here and gave the village the look of a shipyard. The tar seeps were a major attraction for the Chumash, especially for canoe building. This history gives the area archaeological significance.



Figure 4: The historical marker at the northern end of the neighborhood

CC&Rs

CC&Rs are covenants, conditions and restrictions placed on a property by a builder or neighborhood association which regulate development. CC&Rs are typically recorded on the property deed and enforced by the specific homeowners association identified in the CC&Rs. Although the City does not enforce private CC&Rs, it is important to acknowledge their existence when planning development in the neighborhood.

There are three separate subdivisions in this subarea: the Concha Loma Subdivision to the west, Carpinteria Park Estates to the northeast and Carpinteria Park Subdivision to the southeast. The Concha Loma Subdivision map was recorded in 1948, the Carpinteria Park Estates map was recorded in 1957, and the Carpinteria Park Subdivision map was recorded in 1956.

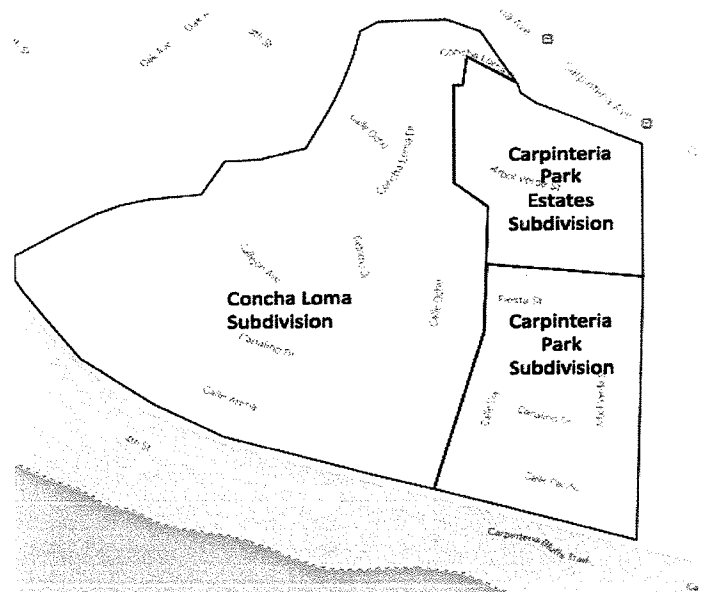


Figure 5: CC&Rs boundaries for Concha Loma

Neighborhood Differences

Within the larger Concha Loma Subarea 5 Neighborhood, there are two distinct neighborhoods that are defined by their unique design and character. These two neighborhoods are the Carpinteria Park Estates/Carpinteria Park neighborhood to the east and the Concha Loma neighborhood to the west.

Carpinteria Park/Carpinteria Park Estates Neighborhood

The Carpinteria Park Estates/Carpinteria Park Neighborhood is a standard single-family suburban subdivision that includes sidewalks, parkway strips and street trees. The homes were developed as part of a tract and have very similar frontage patterns. The tract is defined its by ranch and cottage style architecture, with two-car garages. The properties have a variety of garage placements, with some forward-facing, some side-facing, some placed in front of the home and some placed toward the rear of the home. Most construction occurred in the late 1950s. Few properties have fences or hedges to define property boundaries and have open landscaped front yards. Those that do have fences typically have low picket fences. The following guidelines are recommended to maintain the character of the neighborhood.

DG 1: Use of low landscaping elements is encouraged to define property boundaries. Tall hedges that limit visibility of the residence are discouraged.

DG 2: Native landscaping and permeable surfaces are encouraged to replace lawns, paving and other landscaped areas.

DG 3: Low roof heights should be preserved when additions or alterations are proposed. New roof styles and materials should be consistent with those existing in the neighborhood.

DG 4: Front porches and street-facing entrances are encouraged as part of the ranch and cottage styles of architecture prevalent in the neighborhood.



Figure 6: Carpinteria Park Estates/Carpinteria Park neighborhood



Figure 7: Typical frontage pattern of the Carpinteria Park Estates/Carpinteria Park neighborhood

Neighborhood Differences

Concha Loma Neighborhood

The Concha Loma Neighborhood is characterized by an eclectic palette of homes in a semi-rural setting. Although the neighborhood architecture is more varied than in Carpinteria Park/Carpinteria Park Estates, many of the homes are ranch or craftsman style. The western side of the neighborhood contains few formal sidewalks. The neighborhood has less formal street frontages, having few sidewalks, curbs and gutters. The neighborhood is developed with varying setback patterns and site layouts, as compared to the eastern side of the larger Concha Loma neighborhood. Public rights-of-way have been developed with private encroachments which appear to limit availability of public parking and pedestrian access.

The Concha Loma Neighborhood was subdivided in the late 1950s. Although some of the homes began construction in 1957, many of the homes were built over the subsequent 15 years. Some of the original older homes have since been demolished or significantly remodeled. Six vacant lots exist in the neighborhood as of the date of these Guidelines.

DG 5: As properties are remodeled, efforts should be made to remove landscaping, fences and other structures from the right-of-way to allow for on-street parking and safe pedestrian access. (Figure 9)

DG 6: Entrances should be oriented toward the street through the use of porches, walkways and forward-facing front doors. Hedges and structures in front yards should be low in height and adequately set back to allow visibility of homes from the street. Front yard outdoor living spaces are encouraged.

DG 7: Where unique or varied architectural styles are proposed, design review should ensure compatibility with the neighborhood. Variation in architecture is not discouraged in the Concha Loma Neighborhood, but should be compatible with the established mass and scale.

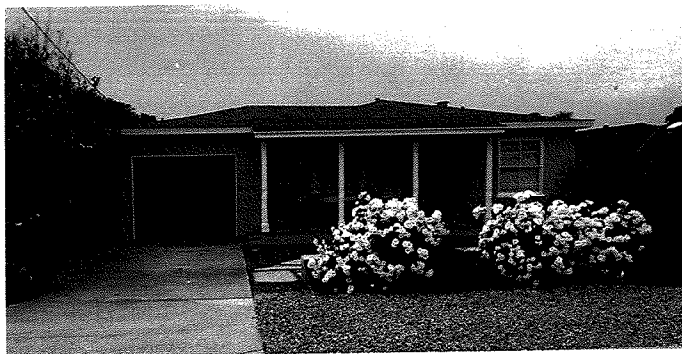


Figure 8: Street-oriented frontage with hedge at property line



Figure 9: Public right-of-way that allows for safe pedestrian use

Mass and Scale

One of the biggest contributors to the general appearance of a structure is its mass and scale. There are at least two factors that influence the perception of mass and scale: the physical relationship of a structure to the size of adjacent structures and the physical distance between structures.

DG 8: The size, scale and form of buildings, and their placement on a parcel, should be sensitive to the scale of the predominantly one story character of the Concha Loma Neighborhood. (Figure 10)

DG 9: Existing one story buildings should be preserved. Where second floors are proposed, they should be set back from the first floor facade and should include extensions of one story roof elements or other suitable architectural elements that reinforce the one story scale of the facade. (Figure 11)

DG 10: Lots over 10,000 square feet in size should use larger side and rear setbacks than the minimum required distances.

Solar Access

Solar access of adjacent properties is often affected by the mass and scale of a structure. New construction or second story additions to existing structures can potentially affect access to sunlight by casting a shadow onto adjacent properties. Depending on the orientation of a parcel (solar access is usually an issue for properties abutting a project site to the north or east), solar access should be an important consideration in designing a home. (Figure 13)

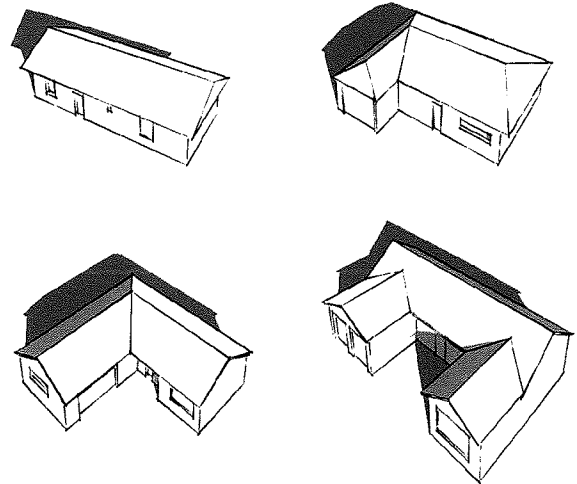


Figure 10: Typical scale and mass of homes in the Concha Loma Neighborhood

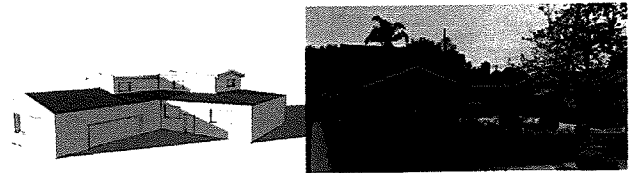


Figure 11: Second floor is stepped back from the first floor facade (preferred)



Figure 12: Second floor is not stepped back (not preferred)

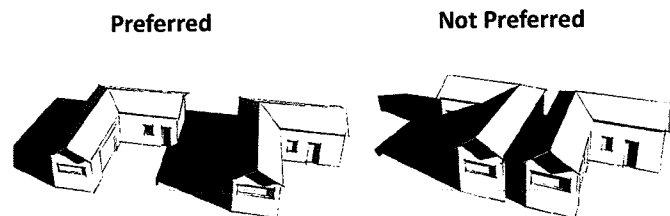


Figure 13: Solar access of adjacent properties

Architectural Elements

Architectural elements such as windows, doors, cornices, dormers and roof forms play a significant role in the appearance of a structure and can also influence how mass and scale are perceived.

DG 11: Windows and doors should be consistent in design with the theme of a house and when appropriate should draw from elements in the existing neighborhood.

DG 12: The use of bay windows, dormers, balconies, covered porches and other decorative elements is encouraged when appropriate to the architecture of a building, particularly when these elements are oriented toward a public street.

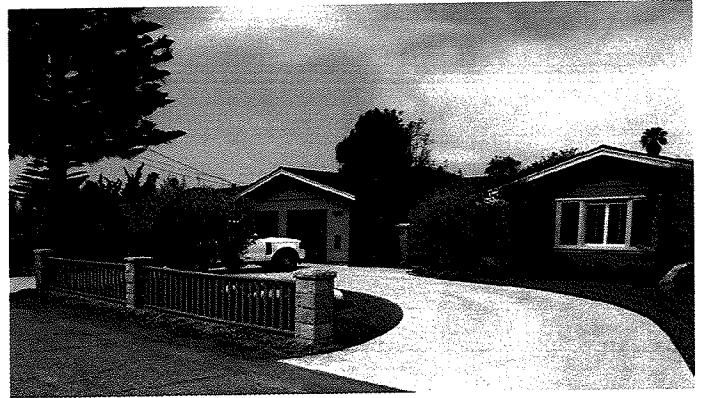


Figure 14: Architectural elements and colors consistent with the surrounding neighborhood

Materials and Colors

As part of the architectural theme, the use of material and color can have a significant effect on the appearance and character of a building. Building materials and colors should contribute to, not detract from, the visual compatibility of a neighborhood. New materials and colors should continue the theme of the existing residence unless part of an overall design change.

DG 13: Muted or earth color tones should be used to achieve consistency with surrounding residences. (Figure 14)

DG 14: Accent colors that do not match the surrounding area should only be used to unify the structure with other elements such as landscaping. (Figure 15)



Figure 15: Unique accent color unified with landscaping

DG 15: A cohesive mixture of materials is welcomed.

DG 16: Roofing materials and colors should be compatible with those in the existing neighborhood and with the architectural style of the residence.

Frontage Design

In pedestrian oriented neighborhoods, it is critical that the space between the street and the building be designed as an attractive, comfortable and safe place, while still delineating private property. This space between the building and the street is the frontage. Well-designed frontages are key to the success of the relationship between the private and public realms. The following Guidelines address the design and use of frontages within the Concha Loma Neighborhood and how they should interact with the street and the rest of the community.

DG 17: The semi-rural charm of the neighborhood should be preserved.

DG 18: Frontage elements should not interfere with the visibility of the property from the street.

DG 19: Main entrances should be oriented to the street. Porches, landings and walkways should be incorporated into the frontage design. (Figure 16)

DG 20: Garages should not be the focal point of the residence. Garages should be placed at the rear of the lot where feasible. (Figure 17)

DG 21: Dwellings on corner lots should be designed with street-oriented facades on both street frontages.

Fences

DG 22: Open fences, including split rail and picket types, are appropriate on frontage lines. Solid fences and walls should be limited to side and rear lot lines.

DG 23: Fences in the front yard should be constructed of decorative materials that emulate the architectural style of the house. Chain-link, wire and similar materials should be avoided.

DG 24: Fences should be set back a minimum of two feet from the back of sidewalk or property line to allow for planting between the right-of-way and the fence. (Figure 18)

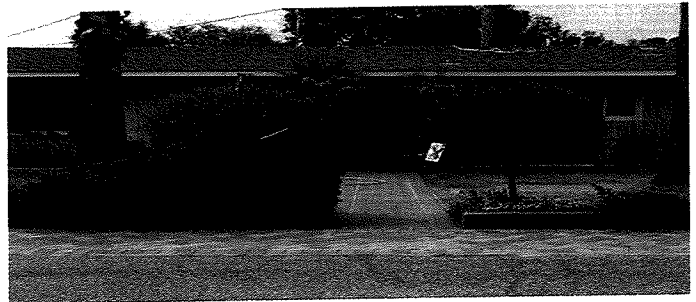


Figure 16: Main entrance oriented to the street

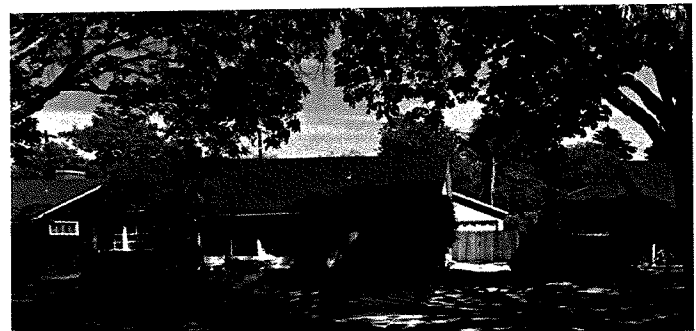


Figure 17: Preferred garage placement behind the residence



Figure 18: Fence is set back to allow for planting

Landscaping

Landscaping can add value as well as establish a sense of place within a neighborhood. Landscaping that reflects the natural environment of Carpinteria is encouraged.

DG 25: Landscaping that is drought tolerant or native to the region is preferred. Invasive plants should be avoided.

DG 26: Attractive landscape frontage designs should be maintained. New development should be carefully planned with landscaping that maintains and enhances the quality of the streetscape.



Figure 19: Drought tolerant landscaping is respectful of the natural character of the city

Hardscape

DG 27: Hardscape materials should complement the building and be distinguishable from materials used in the public realm. Hardscape that incorporates varied materials, textures and designs is encouraged. (Figure 20)

DG 28: Permeable materials are encouraged for all driveways and parking areas and other hardscape areas to reduce runoff.



Figure 20: Hardscape materials complement building

Outdoor Lighting

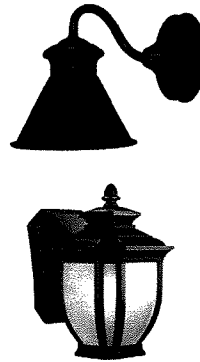
Sky glow is a problem in the Carpinteria Valley, negatively affecting nighttime sky visibility. Outdoor lighting also affects wildlife and environmentally sensitive habitats and must be carefully reviewed, particularly adjacent to Carpinteria Creek. The guidelines below address night sky friendly lighting.

DG 29: Outdoor lighting should be low intensity and designed to minimize direct view of light sources.

DG 30: Outdoor lighting should include:

- Fully shielded fixtures positioned so that light is not visible above the horizontal plane of the fixture;
- Motion sensors and timers to keep lights off when not in use;
- Energy efficient light types with low watts and lumens;
- Fewest number of fixtures possible at minimum height necessary; and
- Cutoffs for lighting fixtures that minimize glare to prevent spillover onto neighboring properties.

Preferred



Not Preferred



Figure 21: Opaque glass should be used so that light bulbs cannot be seen



Figure 22: Light fixture that is not shielded creates safety issues
(Image Source: International Dark Sky Association)



Figure 23: Lighting that is shielded reduces glare
(Image Source: International Dark Sky Association)

Privacy

Privacy is often one of the greatest areas of concern when a new residence or second story addition is proposed. Designing a residence that respects neighbor privacy will lessen objections to the proposal. Particular attention should be paid to elements such as window and exterior door placement, second floor decks and the overall height of a structure. It may not be possible to mitigate all privacy concerns, but consideration of these elements in the project design should reduce potential impacts significantly.

DG 31: Where privacy is a concern, window placement, size, height and the use of glazing with limited transparency are encouraged to minimize impacts.

DG 32: Second story windows should be placed to avoid looking directly into the major indoor/outdoor living areas (e.g., primary yard areas, family/living areas) of adjacent residences. (Figure 24)

DG 33: Second story or rooftop decks or balconies located on the side or rear of a dwelling are strongly discouraged unless it can be clearly demonstrated that it will not create an impact on the privacy of a neighboring parcel. Mitigating factors might include the placement and design of adjacent structures, significant setbacks from adjacent properties or orientation of the deck or balcony toward the front of the property. (Figure 25)

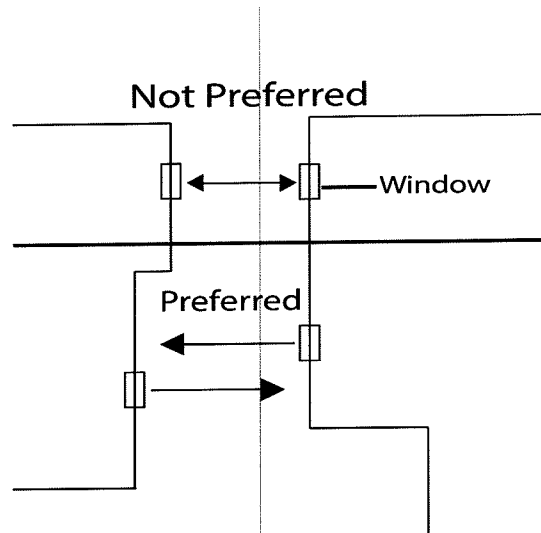


Figure 24: Windows should be offset from neighboring windows

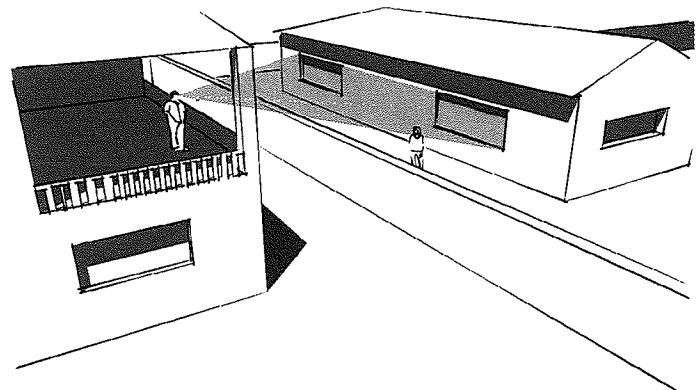


Figure 25: Two-story building presents a privacy issue for those properties that surround it

Utilities and Services

Public utilities and services are an important element to consider in planning new development. Amenities such as trash enclosures, utility lines, backflow preventers, mailboxes, antennas and solar panels should be appropriately located and screened.

Utility Structures

DG 34: Utility hardware, such as meters, backflow preventers, service lines and similar devices should be located underground.

Mailboxes

DG 35: Individual mailboxes should be integrated with the architecture of the associated building.

Trash Enclosures

DG 36: Solid waste containers should be placed out of view from the street and screened using landscaping or other architectural or aesthetic features that are cohesive with adjacent properties. Screening using cages, grates or boxes is discouraged. (Figure 26)

Antennas

DG 37: Antennas should not be visible from the street.

Solar Panels

DG 38: Solar panels should be low profile and be placed on rooftops.

DG 39: Placement of solar panels should be uniform and parallel with the plane of the pitched roof.

DG 40: Support structures and frames should be neutral in color and compatible with the roof surface color.



Figure 26: Trash enclosure for solid waste containers

CITY COUNCIL MEETING
September 22, 2014

Attachment 2

Planning Commission Resolution PC-14-012
Adopted September 2, 2014

RESOLUTION NO. PC-14-012

**A RESOLUTION OF THE CITY OF CARPINTERIA PLANNING COMMISSION
APPROVING RESIDENTIAL DESIGN GUIDELINES FOR THE CONCHA
LOMA NEIGHBORHOOD (SUBAREA 5)**

REQUESTED BY THE CITY OF CARPINTERIA

WHEREAS, the City's General Plan/Local Coastal Land Use Plan includes policies that promote the establishment and adoption of design guidelines for specific neighborhoods to guide new development in a manner consistent with the vision outlined in the Community Design Element of the General Plan/Coastal Plan; and

WHEREAS, staff has prepared and circulated a draft copy of the Residential Design Guidelines for the Concha Loma Neighborhood, including but not limited to two public hearings with the Architectural Review Board, mailed notices to property owners and residents within the Concha Loma Neighborhood and publication of a legal ad in the Coastal View News; and

WHEREAS, the Carpinteria Planning Commission has considered the Residential Design Guidelines for the Concha Loma Neighborhood on September 2, 2014 and these guidelines have been made available to all members of the public; and

WHEREAS, the Planning Commission has conducted a hearing and received evidence regarding the Draft Residential Design Guidelines for the Concha Loma Neighborhood; and

WHEREAS, the project is statutorily exempt from the California Environmental Quality Act pursuant to Section 15060(c)(2) of the California Environmental Quality Act Guidelines; and

WHEREAS, the Planning Commission has reviewed the policies of the General Plan/Local Coastal Land Use Plan and the Municipal Code standards that are relevant to the document.

**NOW THEREFORE, THE PLANNING COMMISSION HEREBY RESOLVES AS
FOLLOWS:**

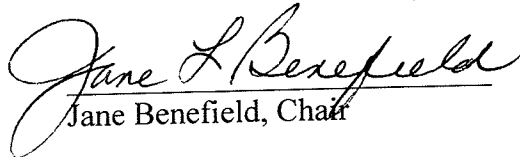
1. The Residential Design Guidelines for the Concha Loma Neighborhood are approved as shown in Exhibit B.

PASSED, APPROVED AND ADOPTED this 2nd day of September 2014, by the following called vote:

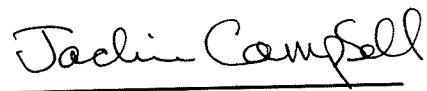
AYES: COMMISSIONERS: Benefield, Callender, LaFevers, Moyer

NOES: COMMISSIONER(S):

ABSENT: COMMISSIONER(S): Allen


Jane Benefield, Chair

ATTEST:


Jackie Campbell, Secretary

I hereby certify that the foregoing Resolution was duly and regularly introduced and adopted at a regular meeting of the Planning Commission of the City of Carpinteria held the 2nd day of September 2014.

STAFF REPORT
COUNCIL MEETING DATE:
September 22, 2014

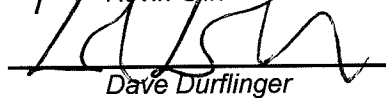
ITEM FOR COUNCIL CONSIDERATION:

2014 Economic Vitality Program report.

Report prepared by:

Assistant to the City Mgr.

City Manager


Kevin Silk

Dave Durlinger

STAFF RECOMMENDATION:

Action Item ☐; Non-Action Item ☒

Receive the 2014 annual report regarding the City's Economic Vitality Program and direct staff as determined appropriate.

I. BACKGROUND / DISCUSSION:

The City's Economic Vitality program consists of activities of all City Departments including General Government, Administrative Services, Community Development, Public Works and Parks & Recreation. The Economic Vitality Program is overseen by the City Manager's office with responsibilities also being assigned to the Assistant to the City Manager. The integrated nature of the Economic Vitality Program in the City organization is fundamental to its approach in promoting economic growth in the Carpinteria community.

Outlined below are various economic vitality activities related to the City's Community Development, Public Works, Parks & Recreation, and General Government departments.

A. General Government

This City program undertakes various activities to promote Carpinteria and assist in the retention of existing businesses and recruitment of new businesses. City staff also cooperates with the Carpinteria Valley Chamber of Commerce on efforts that promote the City and support business such as the Tourism Business Improvement District. The

City Manager serves as an ex-officio member of the Chamber Board of Directors and members of the City Council and Chamber Board of Directors meet as the City/Chamber committee to work on cooperative projects and programs aimed at improving the business climate in Carpinteria.

Business/Developer Assistance

- City staff is available to provide assistance to new and existing businesses, regarding questions related to relocation, expansion, zoning, development, etc.
- Staff maintains an Available Commercial Properties inventory on the City's web page. The inventory is updated at various times throughout the year and is available to assist real estate professionals, developers, building owners, businesses looking for commercial space, and the general public 24/7. Updates to the information include adding new inventory and removing properties as needed. The inventory is also periodically emailed directly to various real estate professionals--primarily commercial real estate agents/brokers.
- The City organizes business visits which assist in establishing rapport with local companies and present an informal venue to discuss business and other related concerns and issues. The most recent visits include Lynda.com and Dako both top employers. The visits included a City Councilmember, City staff, and Chamber of Commerce representatives.
- The Welcome Wagon program includes distribution of a variety of information to various new businesses and vacation rentals.
- Staff attends various Chamber of Commerce functions and business related events (e.g., Chamber mixers, Ribbon Cutting events, Annual Community Awards Banquet, as well as City staff participation at the Annual State of the Community function). Additionally, staff attends the annual UCSB Economic Outlook.
- Current Economic Vitality opportunities include: 1) staff is exploring the creation of a local Carpinteria Phone App. which, along with City related information, could include local business and lodging info, 2) the City 50th Anniversary will provide opportunities to promote Carpinteria that could enhance retail and lodging activity, and 3) the City Council will consider renewal of the Tourism Improvement Business District (TBID) which aims to promote the Carpinteria lodging industry

Carpinteria First Committee activities

Strategic Plan--with the assistance of the City Manager, the Carpinteria First committee recently completed a Strategic Plan (Attachment A) which includes a Brief Committee History, Formation and Purpose, a Mission Statement, Vision for the Carpinteria Economy, and 2014-15 Goals

First Friday—First Friday is supported by the City's Carpinteria First committee and takes place every first Friday of the month (except October) from 5-8 PM. These events have included:

- Art-Niture furniture auction
- Sidewalk Chalk Art at the Seal Fountain
- Surf's Up event
- December Dance Performances by the Curtis Studio of Dance
- Recycled Fashion Show by Carpinteria High School students
- Guacamole Taste Off at local restaurants/eateries

During First Friday events many participating businesses offer a promotion. Events typically include live music at the Seal Fountain and at other locations as well. The purpose of First Friday (and Saturday) events is to encourage visitors and locals alike to patronize local businesses that are participating in the program as well as Carpinteria merchants in general.

Saturday promotional events—these events have included a Crafters Fair at Casitas Plaza Shopping Center and a Snow Day which includes a snow play area and synthetic skating rink.

Event / Community Promotion—a variety of advertising mediums are used to promote First Friday and Saturday events. Over the years they have included:

- Radio advertising
- KEYT 3 / Cox Communications Shop Carpinteria promotion
- City GATV channel 21 to broadcast First Friday videos
- Print media / promotional advertising (Coastal View News, Explore Santa Barbara--a New Press publication, Carpinteria Magazine, Chamber of Commerce Destination Guide & Business Directory)
- City web page includes links to First Friday / Saturday event map as well as a promotional First Friday video and Shop Carpinteria video
- Chamber of Commerce web page which includes a link to the First Friday / Saturday event map
- First Friday event banners are placed across Linden Avenue and at the community pool
- The City Scroll is used to display a First Friday promotion slide

HOST Program

Every weekend from Memorial Day through the last weekend in September, City HOSTs are on-hand at the downtown Visitor's Center to greet passersby, answer questions about the Carpinteria Valley and provide information on activities that appeal to a variety of interests.

During the 2014 season, 62 City HOST volunteers made contact with 3,100 visitors by mid-August. These visitors originated from a diverse array of countries and states. It is projected that by the end of the season in September, HOSTs will have reached over

4,500 visitors. By mid-August, these 62 HOSTs donated over 720 hours of service to promote, celebrate and share the richness and diversity of the Carpinteria Valley. It is projected that by the end of the season in September, HOSTs will have donated over 1,000 hours of service.

B. Community Development

The work of the Community Development Department has a direct impact on the economic vitality of the community through managing programs and services that provide an overall framework for the physical development of the City, encouraging new private investment and promoting the City as an attractive and safe place to live, work and visit.

Projects under construction or recently completed include:

- Beach Bowl
- Rincon Brewery
- Casas de las Flores Apartments
- Dako Expansion
- Dorrance Way Group Residences (3)

Staff has also been busy meeting with interested developers to discuss various properties throughout the City including:

- Concept reviews for the Bluffs II site (Myers Mixed Use)
- Church of the Nazarene site (Via Real Hotels)
- Former Baker Properties on the 500 block of Maple Avenue (Vernon Multi-Family).

Also, staff has provided assistance to prospective developers of two separate resort projects at Bluffs III and a potential hotel and residential development at Bluffs I (Tee Time). Community Development staff facilitates these meetings to help prospective developers understand applicable City policies, regulations and the development review process an important part of the discussions with developers considering development proposals for the undeveloped properties remaining on the Carpinteria Bluffs, is a dialogue about how new development can best fit into the broader vision that the community has for itself.

C. Public Works

The work of the Public Works Department directly and indirectly impacts the local economy by making needed infrastructure improvements and maintaining City infrastructure. This work supports and encourages private investment and quality of life for both residents and visitors. The Department has on-going programs to maintain and improve the City's public realm such as cleaning and painting street furnishings, repairing asphalt pavement and concrete curb, gutter and sidewalk, and trimming and replacing street trees.

The Department provides staff support to the Parking and Business Improvement Area Advisory Board, the Traffic Safety Committee and the Tree Advisory Board, and represents the City on regional transportation matters.

Public Works also delivers major capital improvement projects such as the Carpinteria Avenue over Carpinteria Creek Bridge Replacement Project and the regionally significant Linden Avenue and Casitas Pass Road Interchanges Replacement Project. Some recently completed work by the Department that adds to the enhancement of the community includes:

- Painting of street lights, bike racks, news racks and decorative trash cans in the Downtown and Beach areas
- Installation of curb, gutter and sidewalk and accessible curb ramps in several locations including Carpinteria Avenue and Santa Ynez Avenue
- Replacement and vacancy infill of street trees throughout the City
- Review and approval of sidewalk infill on Via Real by the Casas de Las Flores Housing Development Project
- Preparations for the replacement of the 9th Street Pedestrian Bridge. The bridge is scheduled for replacement during the Fall of 2014
- Preparations for the Carpinteria Avenue Pavement Rehabilitation Project. The project includes a grind and overlay of Carpinteria Avenue from the Carpinteria Avenue over Carpinteria Creek to Linden Avenue and Casitas Pass Road from the US 101 Freeway to Carpinteria Avenue. The project is scheduled to begin October 2014
- Permitting of Special Events such as the Avocado Festival, Rods and Roses Classic Car Event, the Triathlon, Avon Walk for Breast Cancer and numerous bicycle events
- The addition of a part-time employee responsible for maintenance of public improvements in the Downtown "T"

All of the projects listed above included updates to meet current American's with Disability Act requirements. The improvement and maintenance of City infrastructure is critical to attracting and maintaining business, supporting private property values, and promoting the community as a safe and attractive place to visit.

D. Parks & Recreation

The City Parks and Recreation Department is responsible for an array of passive and active recreational facilities, and recreational services that support property values and quality of life for residents and employees of Carpinteria businesses, and also contribute to making Carpinteria attractive to visitors. The Department places significant emphasis on ensuring a positive experience for any visitor or resident that visits the City's parks or beaches. At the beach this includes ocean lifeguard service, boathouse programming and the Junior Lifeguard Program. New this summer was the capability of accepting

credit cards --at the water's edge— for kayak and stand-up-paddle board rentals, improving customer convenience.

The Salt Marsh Nature Park, Carpinteria Community Pool, and public tennis courts also contribute to Carpinteria's brand. Further, the coastal access provided by Tar Pits Park and the Carpinteria Bluffs Nature Preserve is a regional draw for visitors looking for a nature experience.

Recent projects and on-going activities that serve to enhance the community include:

- Construction of the Seaside Park (5103 Carpinteria Avenue), which will be completed by October 2014. The park features native plants, a new bus stop, nine space parking lot and attractive hardscape features that will improve the desirability of the area and beautify Carpinteria Avenue.
- Addition of a new picnic area at El Carro Park
- On-going beach and park maintenance (e.g., continued beach grooming, replenished wood chips at most City parks, replacement of a park slide, etc.)
- The Department invested in two new all-terrain wheel chairs for use at the City Beach. These chairs are made available free of charge to the public. The chairs allow for accessible access to the beach.
- Plans have been developed for a new lifeguard tower at Holly Avenue which is anticipated to be in service by summer 2015
- Replacement the person lift at the Carpinteria Community pool to improve accessibility
- Installation of an ozone pool water sanitation system at the Community Pool making it the only local public pool using this advanced technology. This is another big step in the City's effort to make the Carpinteria pool the most sustainable public pool in the region.

II. ATTACHMENTS:

Carpinteria First Committee Strategic Plan

III. PRINCIPAL PARTIES EXPECTED AT MEETING:

Carpinteria First Committee representative(s)

ATTACHMENT A

Carpinteria First Committee / Strategic Plan

Carpinteria First Committee / Strategic Plan

I. Brief Committee History, Formation, Purpose

At the Council meeting of February 23, 2009, the City Council approved economic stimulus actions which included buy local marketing efforts. This resulted in meetings with a buy local committee regarding marketing ideas. At a buy local committee meeting the formation of a new Project Carpinteria* committee, with a five member format was discussed. Proposed Project Carpinteria representatives were in attendance at the meeting. The outcome was a desire to expand the Project Carpinteria committee to include all of the members that had been participating in the buy local committee.

At the City Council meeting of May 11, 2009, the Council voted unanimously to change the name of the Project Carpinteria committee to Carpinteria First, expand the Carpinteria First committee from five members to nine, made committee appointments, approved work-plan items, and approved a budget for Carpinteria First for activities for the balance of fiscal year 2008-09.

As outlined in City Resolution No. 5299 appointing members to the committee: "the Carpinteria First Committee is needed to assist the City in improving the marketing of the City so as to generate local and tourist interest in its shopping areas, providing economic vitality for the businesses and the City [sic];"

*(*Project Carpinteria was previously a committee of the Parking and Business Improvement Area Advisory Board or PBIAAB. In 2007 the Council acted to separate the Project Carpinteria (Marketing Plan) Committee from the PBIAAB and revise and expand the committee to make it a more inclusive community committee.)*

II. Mission Statement

Carpinteria First is a City endorsed committee comprised of Carpinteria Valley Chamber of Commerce representatives and local business leaders, committed to enhance economic vitality in Carpinteria by supporting a framework of events, activities and promotions, which maintain the special character that makes Carpinteria a welcome destination for tourists and locals alike.

III. Vision for the Carpinteria Economy

The Carpinteria economy is robust, diverse and sustainable; both small and large businesses are successful, complement the community's small, beach town character and its cultural and historical heritage. The beauty of the built and natural environments and community access to quality education and resources are integral to the economy, and help to make Carpinteria attractive to business investment and a first choice destination for visitors.

IV. 2014-15 Goals

1. Complete transition of First Friday/Saturday events to a sustainable program requiring reduced committee involvement in organizing events (i.e., semi-monthly vs. weekly meetings), while also retaining key events such as Art-niture, DEEP, and Snow Much To Do.

Approach in achieving this could include integration of community organizations and other events related to cross promotion as well as using volunteer staff support.

2. Expand "Shop Carpinteria" promotion program
3. Agree on off-season promotion(s), form a sub-committee to pursue the promotion, and implement by fiscal year end 2014-15 (e.g., Snow Much To Do, Film Festival, Buy Local Holiday Shopping)
4. Develop a visitor/promotion component for a City mobile smart phone software application (App) / visitor serving web site (including site maintenance)
5. Ensure that the Public Relations program related to upcoming freeway projects reflect the intent of the business community