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Downtown Association of Santa Cruz

Board of Directors Meeting

January 20, 2026 8:30AM

IN PERSON: Downtown Association Offices

740 Front St (the Galleria), Suite #160

MINUTES

Katie called the meeting to order at 8:46AM.

Roll call:

- Board members: PRESENT
- 1. Chanel Enriquez, Kuumbwa Jazz ~ 2024-26 (Board Treasurer)
- 2. Katie Fairbairn, Santa Cruz Community Credit Union ~ 2021-27 (Board Vice Chair)
- 3. Christie Jarvis, Minnow Arts & Land Culture Landscape Architecture ~ 2022-26
- 4. Kayti Mata, Lively Kids ~ 2025-27
- 5. Cara Pearson, Pacific Cookie Company ~ 2023-27 (Marketing Chair)
- 6. Damani Thomas, Oswald ~ 2021-27
- 7. Charlie Watson, Zachary's Restaurant ~ 2025-27
- 8. Tyler Davin-Moore, Redwood Records ~ 2025-27
- 9. Stacy Nagel, Google ~ 2022-27 (Social & Legislative Chair)
- 10. Nikki Patterson, Ecology Action ~ 2022-25 (Board Chair)

ABSENT:

1. David Apgar, GoalScreen ~ 2021-27 (Board Secretary)
2. Zachary Davis, Penny Ice Creamery ~ 2020-26
3. Christopher Hoffman, Om Gallery ~ 2024-26
4. Trevor Jones, SpaceCamp Design Build, Inc. & Minnow Arts ~ 2022-26
5. Dyane Villalobos, Childish Toy Shop ~ 2024-26
6. Uriah Wilkins, PipeLine ~ 2021-27 (Nominating Chair)

- Board observers: Nicolina Ammerman, Go Ask Alice
- UCSC partner: Laura Arroyo was present.
- City partner: Bonnie Lipscomb was absent.
- DTA staff: Jorian Wilkins, Shiri Gradek, and Sonja Brunner were present.

Announcements:

- Sonja announced Switch bakery recently opened (pastries at the meeting are from them!). Anthropology is opening tomorrow 10-7. They actively have people training and setting up visuals.

- Stacy - POV on small boutiques & Anthropologie. Benefit is having both small boutiques for unique finds and a larger store to complete an outfit. Allows people to find everything they need in one place.
- Jorian - 14 new businesses opened, 8 new businesses in the pipeline, vacancies down by 7.
- Construction impacts surrounding streets, however overall for the district foot traffic is up 600,000 visits in the last few years
- Ally Oop is set to open next month for valentines day! ideally mid february.

Cara Pearson moved to approve the November Minutes; Chanel Enriquez seconded the motion; the motion carried unanimously.

Sonja gave a Block by Block update:

- Welcome: Ambassadors assisted many December engagements: Event support- parade, notices, supply delivery, dt dollars/kiosk, Pop-up support. Mobility challenges, supported the unhoused- Welfare checks
- Cleanup: 6000 actions and instances
- Outreach: 220 actions and instances
- Safety: 788 actions and instances
- Vacant property checks started Jan/2025 - 196 for December. The 2025 year had over 1200 vacant space checks.

CRSP is a resource to reach out to for graffiti/code violations. A code enforcement officer would come out to support urine, graffiti, encampments- unmaintained spaces. Ambassadors compiled a list kept of folks (20 currently on the list) who are repeat callers who need help. Some teens have been an issue. Please call non-emergency for these issues, some kids on parole and need accountability for escalating slander, physical abuse, throwing things off building balconies, e-biking through businesses, etc.

Shiri gave a Marketing report:

- 2026 Calendar of Downtown Promotions & Events out now
- Sponsorship Wanted!- 2025 earned a great amount of sponsors which was so helpful- looking for more people who could be interested in contributing. New sponsorship packets, things can be customized to better suit your business. Feb pacific cookie company is sponsoring love stories. It's an interactive giveaway which gives people the option to vote for their favorite love story.
- As of Jan 20th the following have already been claimed by sponsors: halloween pet costume contest, selfie cut-out, naughty list, (4) DT\$ Giveaways.

Cara gave a Marketing Committee update, wrapping-up the Downtown Association's Holiday Program. Downtown was activated with strong foot traffic in peak shopping season.

Holiday parade: 82 groups- largest ever! 1500 people walked in the parade and double the amount of viewers!

Santa @ Childish: 400 kids attended

Golden envelope: 400 passed out. Over 2 weekends

Reindeer roundup: 900+ naps

Free movies+ hanukkah events+northpole mailbox (Many people around the city came to drop off santa lists!) plus many other pop-ups, and the miracle bar set up at abbott square.

Street festival subsidies now available, kids day registration started today could use palace arts as a play zone for kids day, social and legislative request for events to impact the south pacific - could be done for some events, not all but will do their best to make it work.

Chanel reported that the January BIA billing was delayed by city finance due to an IT glitch, stressing the DTA's February cash flow.

- Expenses are right on budget and sponsorships have significantly helped with revenue
- Over budget for block by block (pre-paid January on Dec 29)
- Marketing and events are on trend for budget, with heaviest spending during holidays
- BIA billing wasn't sent on time (delayed 2 weeks) which affects the due date with a 1 month delay.
- DTA has requested a 0% credit line from the city to relieve payment delay issues; city finance is looking into options to provide a safety net going forward for this time of year.

Stacy Nagel reported that the DT city district has 4 new proposed buildings; social and legislative committee is meeting to help the city provide a path to minimize the potential issues from the catalyst closing/construction. Also when the Warriors stadium starts construction. Could the city subsidise the cost for events to encourage more people to continue supporting DT. A meeting is set for 8:30am Feb 3rd to see what can be influenced on the catalyst changes/development. On new residences, Stacy noted that most 555 Pacific residents moved from a SC zip code, helping combat the idea that many of these buildings are being taken by outside silicon valley residents. More social & legislative topics include new Measures coming up for elections, conversations about parking updates, river cleanups, sidewalk vending, police department safety meeting (February), making vacant spaces more inviting.

Damani - Elevator in the Front Street/Soquel parking garage has been broken since 2023 (advised to call CRSP and encourage others to call in as well to show support and urgency for the issue)

crsp.sc.gov

Light up activity!

Jorian moved to adjourn the meeting; Kayti seconded; the meeting was adjourned at 9:51am.

UPCOMING DOWNTOWN ASSOCIATION MEETINGS:

Meetings are Tuesday mornings at 8:30AM unless otherwise noted

Feb 3 – *Social & Legislative Committee: The Future of the Catalyst* | [Zoom](#)

(Stacy, Christopher, Christie, David, Nikki, Trevor, Tyler)

Feb 10 – *Finance Committee* | [Zoom](#) (Chanel, Dyane, Katie)

Feb 17 – Board Meeting | [Zoom](#)

Jan 27 & Feb 24 – *Marketing Committee* | [Zoom](#) (Cara, Jennalee, Kayti, Uriah, Zachary)

Ad Hoc – *Nominating Committee* | (Uriah, Charlie, Damani)