



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: August 11, 2015

TO: Mayor and Councilmembers

FROM: City Administrator's Office

SUBJECT: Resolution To Postpone Proceedings To Form A New Business Improvement District In The Milpas Or Eastside Area

RECOMMENDATION:

That Council adopt, by reading of title only, A Resolution of the Council of the City of Santa Barbara Establishing Policy That Council Will Not Accept Petitions or Initiate Proceedings for the Formation of a New Business Improvement District in the Milpas or Eastside Area Prior to January 12, 2016.

DISCUSSION:

Under the California Streets and Highway Code, the Property and Business Improvement District Law of 1994 allows the creation of improvement districts for the purpose of providing improvements and activities through the levy of an assessment on the businesses or real property who receive a specific benefit. The law authorizes cities to collect the assessment on behalf of a nonprofit entity that is under contract by the city to implement activities outlined by the management district plan. Specifically, state law allows the district to provide the following activities:

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

On November 11, 2014, Council received a presentation from the Milpas Community Association on proposed plans to create an Eastside Business Improvement District.

Council Agenda Report
Resolution To Postpone Proceedings To Form A New Business Improvement District In
The Milpas Or Eastside Area
August 11, 2015
Page 2

Shortly thereafter, a management plan was released and a petition gathering effort began to gain support for a new business improvement district. On July 14, 2015, Council received a presentation from the Greater Eastside Merchants Association on a different plan to create a Milpas Business Improvement District.

After listening to comments from both organizations and area businesses, Council strongly encouraged representatives of the Milpas Community Association and Greater Eastside Merchants Association to meet and work together to resolve differences between their plans. Council stated that they were not willing to accept petitions from either group to form a new business improvement district in the Milpas or Eastside area until January 2016. This would allow enough time for sufficient dialogue between both groups and the election of a new councilmember from the Eastside (District 1) who would participate in the Council discussion and review of any new proposal for the Eastside businesses. The attached resolution would establish a policy that Council will not accept petitions or initiate proceedings for a new business improvement district in this area prior to January 12, 2016.

PREPARED BY: Nina Johnson, Assistant to the City Administrator

SUBMITTED BY: Paul Casey, City Administrator

APPROVED BY: City Administrator's Office