

August 13, 2018

Dear Mayor and City Council,

After learning that Downtown Economic Vitality was going to be on your agenda, a large group of community members came together to develop a proposed list of strategies and solutions for your consideration. While this falls far short of a comprehensive strategic plan, we are hopeful our input can be of service in your efforts to revitalize downtown.

In addition to the diverse group that put this together, the people who have come forward to provide their support in just 24 hours include other business owners, property owners, commercial brokers, residents, planners, architects, non-profits, restaurant owners, hoteliers, retailers, former government officials, developers and economic analysts. They, in turn, represent many more people than are named here today. While not everyone named agrees on every strategy presented, we are all committed to change and to being a part of the solution.

Thank you for the opportunity and for your time.

Amy Cooper, Owner, Plum Goods &  
Chair, State Street Task Force, World Business Academy  
Tina Takaya, Opal Restaurant and Bar, Now building Oku, Asian Steaks  
and Sushi and Leadbetter Coffee  
Ray Mahboob, Property Owner  
Peter Rupert, Department of Economics, UCSB  
Hal Conklin, Former Mayor  
Rinaldo Brutoco, CEO World Business Academy  
Bob Tuler, Radius Group  
Sherry Villanueva, The Lark, Loquita & Helena St. Bakery  
John Standring, Beachside Partners  
Carlos Lopes, The Hotel Californian  
Gene McKnight, Business Owner & Former Exec Dir., Downtown Org.  
Dan Ferrick, Impact Hub  
Mike Jordan, HUB International Insurance Services  
Kim & Tammy Hughes, Business & Property Owners  
Clay Holdren, Holdrens  
Christi Clayton, Giffin and Crane  
Elaine & Alberto Morello, Olio e Limone, Olio Crudo Bar & Olio Pizzeria  
Hugh Margerum, Margerum Wine Co.  
Richard Yates, Opal Restaurant and Bar  
Barrett Reed, Miramar Development Group  
The Argyropoulos Family, West Coast Investors, Lucky's Montecito, Outside  
in Movement, Outside in Equinox Festival, Traveler Music  
Neil Dipaola, Mesa Lane Partners

Matt LaBrie, Lynx Management  
Bob Bryant, Bryant & Sons  
Dario Furlati, Ca'Dario Restaurants  
Joanne Funari, American Riviera Bank  
Jeff DeVine, American Riviera Bank  
Michael Orlando, Twenty Four Blackbirds Chocolate  
Francois DeJohn, Hayes Commercial Group  
Brian Robinson, Terrain Consulting Inc  
Bob Bartlein, Bartlein & Company  
Jane Alexander, Property Owner  
Gene Deering, Radius Group  
Carlos Luna, Property & Business Owner of Six SB restaurants  
Ted Ellis, Now building Oku, Asian Steaks and Sushi and Leadbetter Coffee  
Lynn and Doug Dodge, Residents & Retired Fire Chief of Orange County  
Eric Smith and Justin Davanzo, K-Nine Solutions  
Eric and Jami Voulgaris, Rooms and Gardens  
Michael Franco, Workzones  
John DeWilde, The Haley Hotel  
David Nadeau and Michael Quesada, Kaleidoscope Florals  
Bundelise Marcos Anastasis, Formerly with Paramount Studios  
Matt Phar, 805 Office Coffee Co  
Bob Stout, Wildcat Lounge & Little Kitchen  
Alastair Winn, Business & Property Owner  
SiBelle Israel, Real Estate Agent  
Steve Leider, Lee & Associates  
Mitch Stark, Berkshire Hathaway  
Elizabeth Westwick, Community West Bank  
Jason Jaeger, Jaeger Partners Commercial Real Estate  
Steve Golis, Radius Group Commercial Real Estate  
Bill Brace, Investec Management Corporation  
Mark Kirkhart, DesignArc  
Brian Johnson, Radius Group  
Jacques Habra, Noospheric  
Cristian Sagustume, Wolfshead  
Brandon Ristaino, Good Lion Cocktails  
Joshua Rabinowitz, Attorney  
Richard Sanders, Property Owner  
Pamela Scott, Real Estate Broker  
Annette Gilkeson, Business Owner  
Kristi Cetrulo, JKG, LLC  
Michael Martz, Hayes Commercial Real Estate  
Jay Finley, Sotheby's Homes  
Terence Alemann, Alemann and Associates  
Jennifer Scarbrough, Lovebird Boutiques  
Lynn Adams, Santa Barbara Arts  
Jan Marco & Joanna Von Yurt, Goleta Valley Self Storage

Ronald & Nancy Hays, Business Owners  
Joel Shefflin, Property Owner  
Steven Hovdesven, SB Brewing Company  
Kyle Ashby, The Sandbox  
Reggie Drew, SB Trolley  
Naren Porter-Kasbati, Lighthouse Skateshop  
Michael Porbstel, Navigo Capital Group  
Dylan Ward, Hayes Commercial Group  
Katie Hay, Central Coast Real Estate, Inc.  
Ohan Arkelian, Business Owner  
Daniel Yoshimi, Brasil Arts Cafe  
Thomas Byrne, Business & Property Owner  
Pearl Lee, Bookkeeper  
Sandra Azar, Dental Hygenist  
Greg Corso, Long Time Resident  
Austin Herlihy, Radius Group  
Jarrett Gorin, Vanguard Planning  
Matthew Lux, Beta Agency  
Arthur Tilton, Business & Property Owner  
Travis Twining, Business & Property Owner  
Matt Olufs, Compass First, Inc.  
Kacy Lynd, Sur La Table  
John Thyne, Attorney & Broker  
Mark Mattingly, Pacifica Commercial Realty  
Michael Holiday, DMHA Architecture & Interior Design  
Ed DeVicente, DMHA Architecture & Interior Design  
Louis Moro, Business Owner  
Omid Khaki, Real Estate Agent  
John Comin, Berkshire Hathaway  
Ali Ahlstrand, Mollies  
S. Timothy Buynak, Attorney  
Bob Young, Young Construction  
Ken Switzer, Berkshire Hathaway  
Brent Bottleson, Business & Property Owner  
Magda Arroyo, Brown & Brown Insurance  
Robert B. Forouzandeh, Attorney  
Laura Knight, Pascucci Restaurant  
Jeff Kim, Dear Diary  
Aaron Ashland, Wine Therapy  
James Fenkner, Business & Property Owner  
Mike Chenoweth, Radius Group  
William Lam, Saigon, Sachi & Sunny Restaurants  
Arick Fuller, Radius Group  
Laurie Recordon, Hotel & Property Owner

*\* please note: support was provided verbally or in writing by each person listed; apologies if names or affiliations contain minor inaccuracies or misspellings due to time constraints.*