


From: l8dauto <l8dauto@aol.com>

Sent: Tuesday, January 29, 2019 4:17 PM

To: krichards@cityofgoleta.org; pperotte@cityofgoleta.org; raceves@cityofgoleta.org; skasdin@cityofgoleta.org; jkyriaco@cityofgoleta.org

Subject: re: Support for the BID

Good afternoon Madame Mayor and City Council members.

My name is Phil Unander (enunciated you-nan-der for the Mayor's benefit... ). I own Larry's Auto Parts in Old town and am a founder and current Board member of GOTCA. I am not able to attend next Tuesday's Council Meeting but I wish to give my endorsement to the continuation of the BID feasibility study. I understand that the BID may or may not be a good fit for our Old Town but I feel that it is worth the cost and effort to continue the process of studying this.

Thank you,

Phil Unander
Larry's Auto Parts
GOTCA-Secretary

Deborah Lopez

From: Stuart Kasdin
Sent: Friday, February 01, 2019 4:02 PM
To: Michelle Greene; Deborah Lopez
Subject: FW: please block corporate Chamber of Commerce push for PBID

Stuart Kasdin, PhD

Council Member

City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117

805-961-7539 | skasdin@cityofgoleta.org

From: Tom Cez [tomcez@gmail.com]
Sent: Friday, February 01, 2019 4:00 PM
To: pperrote@cityofgoleta.org; Kyle Richards; Stuart Kasdin; Roger Aceves; jkryiaco@cityofgoleta.org
Subject: please block corporate Chamber of Commerce push for PBID

Dear Goleta Council Members,

A Property Business Improvement District (PBID) for Old Town should not be created because of the outsider corporation members of the local Chamber of Commerce want it to enable their development goals.

Low cost loans to current owners for store improvements might be an alternative to increase the quality of the shopping and working areas. Parking improvements would help as well, although short term rental autonomous electric vehicles and bus service may transform shopping parking needs in the near future, as they may continue to ferry other people and/or park outside the business district and come in as needed.

Please see this article: <https://www.edhat.com/news/save-old-town-goleta-from-development>

Thank you,

T. Totton, Goleta, CA

Deborah Lopez

From: Stuart Kasdin
Sent: Friday, February 01, 2019 11:44 AM
To: Michelle Greene; Deborah Lopez
Subject: FW: Old Town BID

From: tom modugno [modugno8869@gmail.com]
Sent: Friday, February 01, 2019 11:32 AM
To: pperrote@cityofgoleta.org; Kyle Richards; Stuart Kasdin; Roger Aceves; jkryiaco@cityofgoleta.org
Subject: Old Town BID

Dear City Council members,

It appears the Goleta Chamber of Commerce is once again trying to change the character of our Old Town community. This time they are aggressively pursuing the creation of a Property Business Improvement District (PBID) for Old Town. The PBID would collect revenue from property owners via an Assessment/Tax on all commercial properties and use the money to improve Old Town. Of course, the landlords will recoup this added expense by raising their tenants' rent, which could cause many locally owned Mom and Pop shops to go out of business.

If you're familiar with Old Town Goleta, you know that the Chamber has wanted to change Old Town for years now. This is their latest attempt at changing the nature of our community to something that better serves them, something more along the lines of the Hollister Village eyesore. A prefab strip mall with no personality and lots of big chains, paying too much rent.

If you look at the new Board of Directors for the Goleta Chamber of Commerce, you have to wonder if they care at all about the quality of life in Goleta, or just making it more profitable...

Check out who's on their new Board of Directors-

- Ryan Aeh of City Ventures, (California's leading builder)
- Francois DeJohn of Hayes Commercial Group, (realtors)
- Barry Dorsey of The Kimpton Goodland Hotel, (International Hotel chain)
- Steve Greig of Plains All American Pipeline....
- Brian Larinan of Granite Construction, (one of the largest construction companies in the U.S.)
- John Longbrake of UC Santa Barbara, (see Storke Road)
- Craig Minus of The Towbes Group, (local developers)
- Roberto van Geenen of The Ritz-Carlton Bacara

What do they all have in common? A love for Goleta? Or a love of profits.

It seems their goal is to change the makeup of Old Town. Dismiss all these locally owned shops and bring in the Starbucks and Dunkin' Donuts that can afford to pay inflated rents. The very nature of a PBID is to increase rents and property values. Drive through Old Town Goleta today and notice how many empty storefronts there are. Less than a handful. Now drive down State Street, where property values and rents are high. Several hands full... The reason Old Town is thriving today is because it's the last place an individual can afford the rent to open a new business. The American Dream still lives in Old Town.

If the city passes legislation allowing the PBID, Old Town would exit democratic control and major decisions would then be made by the Chamber for 5 years! Power concentrated into the hands of a few that answer to outside investors. They could decide things like who is offered retail space, and who isn't, kick out street vendors, heavily influence legislation and they can hire their own security to patrol the area.

Certainly, Old Town could use a little polish, but a PBID is an extreme solution for a small problem. A local grass roots group has already started fixing up our small problems. The Goleta Old Town Community Association has regular street cleanups and organizes lots of other fun, family events, including the Christmas Parade. A local group with no big corporations calling the shots. All community, small town, old school goodness. Why not let them continue to grow their efforts instead of signing into a 5 year contract with a group controlled big corporations that don't have our best interests in mind.

With this powerful group pushing to control Old Town Goleta through a PBID, I'm sure you'll face a large crowd of pro-chamber people at the February 5th meeting. I hope that won't sway your opinion. I hope that you will show your support for Small Town Goleta. Locally Owned Goleta. Grass Roots Goleta. Old Town is unique and it's where the last bit of original Goleta Spirit still exists. Let's protect this endangered species. I humbly ask that you Say No to a Chamber of Commerce PBID!

Thanks for your time and service.

Tom Modugno

Santa Cruz Market

www.goletahistory.com

Deborah Lopez

From: Paula Perotte
Sent: Friday, February 01, 2019 9:45 AM
To: Deborah Lopez; Michelle Greene
Subject: Fwd: Old Town Goleta

FYI
Paula ~

Sent from my iPhone

Begin forwarded message:

From: Frank Hudson <flhudson@icloud.com>
Date: February 1, 2019 at 9:32:20 AM PST
To: <pperotte@cityofgoleta.org>
Subject: Old Town Goleta

Hi, Paula

Frank and I urge you and the city council to stand up to the Chamber of Commerce and say “no” to their plans for Old Town.

Thanks,

Linda

Sent from my iPad

Deborah Lopez

From: Stuart Kasdin
Sent: Saturday, February 02, 2019 4:10 PM
To: Michelle Greene; Deborah Lopez
Subject: Fwd: No to the PBID

Sent from my iPhone

Begin forwarded message:

From: Roxanne Rosensteel <xannyr@gmail.com>
Date: February 2, 2019 at 3:41:10 PM PST
To: undisclosed-recipients;;
Subject: No to the PBID

To whom it may concern,

I would like to encourage the City Council to vote NO on the Chamber of Commerce PBID.

A PBID would only benefit large corporations and damage the old-school community of Old Town Goleta.

We do not need another State Street situation (empty store fronts, 7 Elevens, no personality).

Please stand up for the integrity of Old Town and it's amazing community. Say No to a PBID.

Thank you for your time.

Sincerely,
Roxanne

Deborah Lopez

From: Stuart Kasdin
Sent: Saturday, February 02, 2019 11:52 AM
To: Deborah Lopez; Michelle Greene
Subject: FW: CoC PBID

Stuart Kasdin, PhD
Council Member
City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117
805-961-7539 | skasdin@cityofgoleta.org

From: Rich Moser [rich@transcendentalastrology.com]
Sent: Saturday, February 02, 2019 10:04 AM
To: Stuart Kasdin
Subject: CoC PBID

Greetings,

As a 30-year resident of Santa Barbara and 4-year resident of Noleta, I generally would like to see no development in Old Town Goleta.

Yes, find some money for improvements but this PBID is being pushed by the evil forces of "modernization and will probably result in ugliness and lots of locally owned businesses disappearing.

Please start raising money for local (existing) businesses to use to upgrade a few things that have fallen into actual disrepair, otherwise leave it the heck alone.

Thank you,

Rich Moser
659 Mayrum St. SB 93111 rich@transcendentalastrology.com
(805) 845-4805

Deborah Lopez

From: Paula Perotte
Sent: Saturday, February 02, 2019 11:04 AM
To: Deborah Lopez
Subject: Fwd: Old Town business improvement district proposal

FYI
Paula ~

Sent from my iPhone

Begin forwarded message:

From: Cheryl Rogers <cherplan2@cox.net>
Date: February 2, 2019 at 10:58:08 AM PST
To: Paula Perotte <pperotte@cityofgoleta.org>
Subject: Old Town business improvement district proposal

Hello Mayor:

I am concerned about the composition of the chamber of commerce group who would administer this BID. Certainly Old Town needs streetscape and other improvements, but we don't want chain stores and higher rents limiting new entrepreneurs. Hopefully, the Council can work out some compromise, selecting the best of both worlds.

Thank you for your service.

Cheryl Rogers
cherplan2@cox.net

Deborah Lopez

From: Stuart Kasdin
Sent: Saturday, February 02, 2019 10:01 AM
To: Michelle Greene; Deborah Lopez
Subject: FW: Old town

Stuart Kasdin, PhD
Council Member
City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117
805-961-7539 | skasdin@cityofgoleta.org

From: Cristobal Moreno [mr.crismoreno@gmail.com]
Sent: Saturday, February 02, 2019 10:00 AM
To: pperrote@cityofgoleta.org; Kyle Richards; Stuart Kasdin; Roger Aceves; jkryiaco@cityofgoleta.org
Subject: Old town

Another in support of keeping old town Goleta the way it is.

I've lived in downtown SB for 20 years and watched a lot of change happen in our area. I truly enjoy spending time and money in old town because it feels real.

It's the last true thriving mom and pop business communities in the greater Santa Barbara area, and should be recognized and protected as such.

I agree it could use some sprucing up, but given the choice of the way it is vs. developing it, I would vote to leave it AS IS 100%

Cris Moreno

Deborah Lopez

From: Paula Perotte
Sent: Sunday, February 03, 2019 8:37 AM
To: Deborah Lopez
Subject: Fwd: Meeting on Feb 5

FYI
Paula ~

Sent from my iPhone

Begin forwarded message:

From: Rob Van der Merwe <rob.vandermerwe@gmail.com>
Date: February 3, 2019 at 8:35:29 AM PST
To: <pperotte@cityofgoleta.org>
Subject: Meeting on Feb 5

Dear Sir

As a local resident and frequent visitor to all the businesses in Old Town Goleta I would like to respectfully ask that the Committee please review the Chamber' PBID very carefully before moving forward.

Board members all seem to have common business interests which is also of concern and potentially a 'conflict of interest' in this case?

Sincerely

Rob van der Merwe
1142 N San Marcos Road

Sent from my iPhone

Deborah Lopez

From: Paula Perotte
Sent: Sunday, February 03, 2019 8:36 AM
To: Deborah Lopez
Subject: Fwd: Keep Old Town Goleta

FYI
Paula ~

Sent from my iPhone

Begin forwarded message:

From: craigbob <craigbob@cox.net>
Date: February 3, 2019 at 8:28:34 AM PST
To: <jkyriaco@cityofgoleta.org>, <raceves@cityofgoleta.org>, <skasdin@cityofgoleta.org>, <krichards@cityofgoleta.org>, <pperotte@cityofgoleta.org>
Subject: Keep Old Town Goleta

Dear Representatives of the PEOPLE of Goleta,

The Goleta Chamber of Commerce is not to be trusted to do the right thing in Old Town. As a 28 year resident of this fine community, I have witnessed promises broken, deceptions well executed and horrendous developments approved (see Hollister Village).

You are elected to represent the people who live in the city not the outside business interests. The potential for Old Town to evolve for local people, local business owners with local control is critical for the soul of our community to survive. I urge you all to NOT continue along the path of modeling our community in the image of Fresno, Oxnard or Santa Maria.

Goleta is a rare gem, let's fight to keep it that way - I believe that is your job.

Bob Craig
Goleta, 93117

Deborah Lopez

From: Paula Perotte
Sent: Sunday, February 03, 2019 7:55 AM
To: Deborah Lopez
Subject: Fwd: Old Town

FYI
Paula ~

Sent from my iPhone

Begin forwarded message:

From: Vic Walton <Vic.Walton@logmein.com>
Date: February 3, 2019 at 7:49:38 AM PST
To: "pperotte@cityofgoleta.org" <pperotte@cityofgoleta.org>
Subject: Old Town

I have to start by saying I read [Tom Modugno's post on Edhat](#) this morning, thinking "What? Save Old Town? What's to save??" But he makes a great point, and by the end of the article, I thought, "Yeah. Old Town is kind of ugly, has maybe too many stores and restaurants catering to the less-advantaged, but that's the community! That's nothing less than an American town serving its citizens. Leave it alone." I completely agree with his position to leave Old Town in the hands of the grass-roots, local committees that are trying to fix what needs to be fixed.

Vic Walton | Sr. IT Support Manager
LogMeIn
7414 Hollister Ave. | Goleta, CA 93117
+1 805 690 6482

Deborah Lopez

From: Stuart Kasdin
Sent: Sunday, February 03, 2019 9:17 AM
To: Michelle Greene; Deborah Lopez
Subject: FW: Old Town

Stuart Kasdin, PhD

Council Member
City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117
805-961-7539 | skasdin@cityofgoleta.org

From: Vic Walton [Vic.Walton@logmein.com]
Sent: Sunday, February 03, 2019 7:50 AM
To: Stuart Kasdin
Subject: Old Town

I have to start by saying I read [Tom Modugno's post on Edhat](#) this morning, thinking "What? *Save* Old Town? What's to save??" But he makes a great point, and by the end of the article, I thought, "Yeah. Old Town is kind of ugly, has maybe too many stores and restaurants catering to the less-advantaged, but that's the community! That's nothing less than an American town serving its citizens. Leave it alone." I completely agree with his position to leave Old Town in the hands of the grass-roots, local committees that are trying to fix what needs to be fixed.

Vic Walton | Sr. IT Support Manager

LogMeIn
7414 Hollister Ave. | Goleta, CA 93117
+1 805 690 6482

Deborah Lopez

From: Stuart Kasdin
Sent: Sunday, February 03, 2019 10:13 AM
To: Michelle Greene; Deborah Lopez
Subject: FW: Keep Old Town Goleta

Stuart Kasdin, PhD
Council Member
City of Goleta | 130 Cremona Drive, Suite B | Goleta, CA 93117
805-961-7539 | skasdin@cityofgoleta.org

From: craigbob [craigbob@cox.net]
Sent: Sunday, February 03, 2019 8:28 AM
To: James Kyriaco; Roger Aceves; Stuart Kasdin; Kyle Richards; Paula Perotte
Subject: Keep Old Town Goleta

Dear Representatives of the PEOPLE of Goleta,

The Goleta Chamber of Commerce is not to be trusted to do the right thing in Old Town. As a 28 year resident of this fine community, I have witnessed promises broken, deceptions well executed and horrendous developments approved (see Hollister Village).

You are elected to represent the people who live in the city not the outside business interests. The potential for Old Town to evolve for local people, local business owners with local control is critical for the soul of our community to survive. I urge you all to NOT continue along the path of modeling our community in the image of Fresno, Oxnard or Santa Maria.

Goleta is a rare gem, let's fight to keep it that way - I believe that is your job.

Bob Craig
Goleta, 93117

From: <masseybarb@aol.com>

Date: February 3, 2019 at 4:33:44 PM PST

To: <skasdin@cityofgoleta.org>, <krichards@cityofgoleta.org>, <raceves@cityofgoleta.org>, <pperotte@cityofgoleta.org>, <jkyriaco@cityofgoleta.org>

Subject: Old Town Goleta Property and Business Improvement District

I ask that you not authorize a Professional Services Agreement for the Old Town Goleta Property and Business Improvement District. This is not wanted by the people who live, work, and have businesses in Old Town. I along with the Goodland Coalition and many others ask that you do not approve funding for Agenda Item C.1.

Thank you, Barbara

February 3, 2019

Dear Mayor Perotte and Council Members,

I am a 40 year resident of Goleta, including residing in Old Town with my family for most of the 1980s. Following are my comments in opposition to the staff recommendation for Agenda Item C.1. Old Town Goleta Property and Business Improvement District for your February 5, 2019 meeting:

The staff report for this item notes that there are different types of business improvement districts (BIDs) and lists three of them: Property-based BID (PBID), Business-based BID (BBID) and Tourism-based BID (TBID). The report also states that each of these types of BIDs have its own advantages, disadvantages and legal basis.

However, the staff report neglects to identify what these advantages and disadvantages and legal bases are, for comparison, and instead focuses solely on the PBID.

As you have no doubt heard from others, the PBID type of BID would ultimately disadvantage many current Old Town business owners and those who patronize their businesses. Most of these business owners as well as their customers are renters or tenants. With the PBID, property owners would pass the BID assessments on to their tenants in the form of higher rents and the business owners would have to pass the assessments on to their customers in the form of higher prices for goods and services. The business owners and their patrons would have little say in the matter.

The staff report also provides information on PBIDs in two cities in Ventura County, Oxnard and Ventura. The PBID annual budgets are listed as \$454,095 for Downtown Oxnard and \$462,083 for Downtown Ventura. *Sticker shock!*

Old Town Goleta is not Downtown Oxnard or Downtown Ventura. And I believe that Old Town business owners and residents do not want it to become like either of those locales. Old Town Goleta is unique and thriving; it is affordable to its businesses and residents, and it is part of what gives our City its character.

Yes, improvements are needed to spruce up Old Town a bit, but not at a cost that will eventually drive out Mom & Pop businesses and low income residents.

I urge you to vote against the recommendation before you in the staff report to authorize the City Manager to enter into a Professional Services Agreement with Civitas Advisors, Inc. for legal and consulting services for the Old Town Goleta Property and Business Improvement District Formation Project.

As an alternative, please look at a business-based business improvement district (BBID), e.g. the Downtown Petaluma Association's BBID, annual budget \$65,000. This type of BBID might be something that the Goleta Old Town Community Association could consider organizing as a means to help fund improvements in Old Town. See documents attached.

Thank you for your consideration.

Sincerely,
Bob Wignot

What is BID?

The Petaluma Downtown Business Improvement District (BID) is a 501 C (6) nonprofit corporation established to help market and beautify the downtown corridor and promote the common interests of Downtown businesses. Through attention to streetscape, marketing and promotions, special events and advocating on issues of safety, public parking and other factors affecting the economic vitality of the downtown district, the BID fulfills its mission.

A BID is a special assessment district formed to fund services, activities and programs above and beyond services provided by the City, for the purpose of improving the common areas and strengthening businesses within the district.

There are hundreds of successful BID's across the U.S. All business owners within the defined district pay an assessment fee in order to equitably distribute the costs and benefits of the agreed-upon services. All licensed businesses within the BID boundaries pay an annual assessment, which is billed at the beginning of each year.

The BID invoice is based and calculated on your zone location, type of business and amount of employees. To perform this calculation the City of Petaluma used data from the State Employment Development Department (EDD) regarding the number of employees you reported to them. Please be aware that it is very important to check that you are correctly billed for the right amount of employees. Employees are calculated on **full time hours (part time employees should be added together to get a full time equivalent)**. Should you have any questions regarding your zoning or employee amounts please contact our local billing services company MUNGLE & ASSOC. - 707.241.0195 - PETALUMABID@CMUNGLE.COM

The assessment was established in November 2000, when the Petaluma City Council adopted Ordinance 2104 N.C.S establishing the Downtown Business Improvement District (BID). This occurred at the request of the Petaluma Downtown Association (PDA), after an extensive public hearing process, required by State Law. During the process, local business owners who were to be included in the BID had the opportunity to protest the formation of the district and terminate the process. However, recognizing the utility of the BID, very few chose to oppose the BID and the District was formed. The PDA Board serves as the BID Board of Directors and administers the funds collected from you by the City of Petaluma. The PDA does not have the authority to change this ordinance or grant exemptions.

The annual 2018 BID budget, approved by the Petaluma City Council in January 2018, assessment funds will be used as follows:

30% Downtown Beautification \$19,500

23% Downtown Marketing \$14,950

20% Downtown Administration \$13,000

27% Downtown Security \$17,550

Total: \$65,000

Please support the Downtown Business Improvement District and thank you for your continued efforts to maintain an economically vibrant and attractive downtown.

BOUNDARY MAP

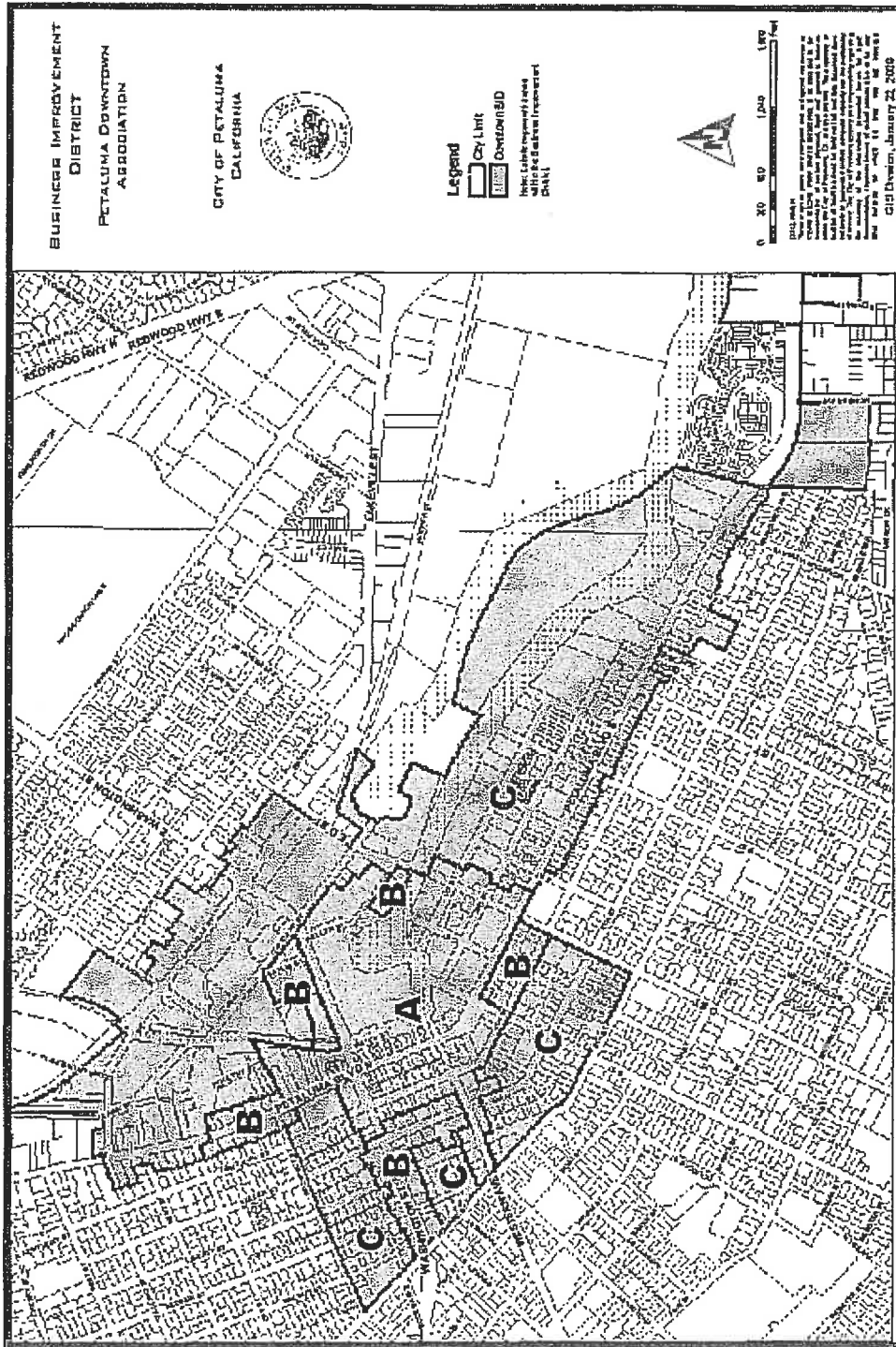


EXHIBIT 2 TO RESOLUTION

Types of Businesses Assessed

- **Retail, Restaurant and Antique Collectives:** Businesses that buy and resell goods or comestibles. Examples are clothing stores, shoe stores, office supplies and antiques shops as well as businesses that sell prepared foods and drinks.
- **Service Businesses:** Businesses that sell services. Examples are beauty and barbershops, repair shops, most automotive-orientated businesses, entertainment businesses such as theaters, etc.
- **Lodging:** Includes renting rooms by the day or week to community visitors.
- **Professional Businesses:** Includes: Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and /or specialized licenses and/or advanced academic degrees.
- **Financial Institutions:** Includes Banking, Savings, Loan and Credit Unions.

Assessment by Type of Business Within Zones

	<u>ZONE A</u>	<u>ZONE B</u>	<u>ZONE C</u>
Restaurants and			
Retailers (1-3 Employees)	\$150	\$100	\$50
(4-6 Employees)	\$250	\$166	\$83
(7+ Employees)	\$350	\$232	\$116
Antique (1-3 Dealers)	\$150	\$100	\$50
Collectives (4-6 Dealers)	\$250	\$166	\$83
(7+ Dealers)	\$350	\$232	\$116
Service (1-3 Emp/Operators)	\$100	\$75	\$50
Businesses (4-6 Emp/Operators)	\$200	\$150	\$100
(7+ Emp/Operators)	\$300	\$225	\$150
Professional	\$125	\$82	\$41
Businesses			
Financial	\$500	\$500	\$500
Institutions			
Lodging (1-10 Rooms)	\$150	\$150	\$150
(11-25 Rooms)	\$250	\$250	\$250
(26+ Rooms)	\$350	\$350	\$350

Note: Retail, restaurant and service businesses will be charged on size which will be determined by number of employees, either full-time or the equivalent made up of multiples of part-time employees while Antique Collectives will be charged by number of business licenses active within one location.

From: jesse gruenberg [jessegruenberg@gmail.com]
Sent: Sunday, February 03, 2019 12:22 PM
To: Stuart Kasdin
Subject: Old Town PBID

Greetings,

I am reaching out to express my disapproval of the establishment of a Property Business Improvement District by the chamber of commerce in Old town Goleta. I believe the PBID will undermine the current character and integrity of this local strip by raising rents, forcing out smaller unique shops, and making room for unsightly and uncharismatic big box stores. Due to recent burst of development, Goleta is already gravely in danger of losing its small town aesthetic and is becoming increasingly reminiscent of the characteristics found in overpopulated places like Orange County. I'm saddened to see this transition occurring in our beautiful town and believe the establishment of the PBID is just another step towards gentrifying and destroying the character of Goleta. Please, as a valued member of our city's council, do not allow this profit driven and developer friendly Chamber of Commerce to undermine the character, as well as the small business owners of Old Town Goleta.

Thank you,

Jesse Gruenberg

From: Kitty Bednar <kitnjon@aol.com>

Date: February 4, 2019 at 9:21:54 AM PST

To: <pperotte@cityofgoleta.org>, <krichards@cityofgoleta.org>, <raceves@cityofgoleta.org>, <skasdin@cityofgoleta.org>, <jkyriaco@cityofgoleta.org>

Cc: <dlopez@cityofgoleta.org>

Subject: Item C.1 - Old Town Goleta Property and Business Improvement District - February 5, 2019

Mayor Perotte and Councilmembers,

I am writing on behalf of The Goodland Coalition regarding Item C.1 on your February 5, 2019, agenda.

We ask that you do not approve the Professional Services Agreement with Civitas Advisors, Inc., for legal and consulting services for the Old Town Goleta Property and Business Improvement District (PBID) Formation Project.

Three reasons for this request are as follows:

First, the PBID formation process favors the landowners whose parcels will be assessed. As the staff report points out, however, only 25% of business operators in Old Town own the property where they conduct their businesses. Thus 75% of business owners are tenants with no say in the establishment of a PBID. Only their landlords get a vote and a voice at the table. Yet most likely individual business owners will eventually bear the cost of a PBID by way of rent increases that may well drive out the current small businesses that so many support.

Second, the vote to establish a PBID is not a one landowner, one vote process. It is a weighted vote based on parcel assessment amounts. Not only are tenant business owners excluded from the process, but depending on the mix and amount of parcel assessments, a handful of larger property owners could achieve a weighted majority favoring a PBID.

Third, there is no effective voice for the many residents of Old Town in this process. Yet given the proximity to Hollister Avenue of many residential parcels, anything undertaken to help, improve, or fix the Hollister Corridor immediately impacts them. Although many stated goals of a PBID may prove beneficial, how they are achieved is crucial. Many Old Town residences exist side-by-side with businesses. Any entity that is established to make recommendations for or to fund services in the Old Town business community must include residents.

In conclusion, a PBID is not a good fit for the unique mix that forms the Old Town Goleta community. There are too many voices left out of the process and implementation. Please do not approve the proposed Professional Services Agreement.

Thank you.

Kitty Bednar

From: Patty Pottenger [PPottenger@life-like.com]

Sent: Monday, February 04, 2019 11:23 AM

To: Paula Perotte; Kyle Richards; Stuart Kasdin; Roger Aceves; James Kyriaco

Subject: CITY COUNCIL MEETING Febuary 6th

I VOTE NO!

To the Chamber of Commerce Property Business Improvement District (PBID) for Old Town. The PBID would collect revenue from property owners via an Assessment/Tax on all commercial properties and use the money to improve Old Town. Of course, the landlords will recoup this added expense by raising their tenants' rent, which could cause many locally owned Mom and Pop shops to go out of business.

Thank you,
Patty Pottenger
Accounting Manager
800-543-3545 ext 109
www.life-like.com



Professional Teethwhitening Company

From: Becky Davis [becky.davis@mac.com]
Sent: Monday, February 04, 2019 11:33 AM
To: Paula Perotte; Kyle Richards; Stuart Kasdin; Roger Aceves; James Kyriaco
Subject: Goleta Old Town "improvements"

2/4/2019

Dear Goleta City Council Members,

I have lived in Goleta for almost 50 years. I had a small business in Old Town Goleta for over 20 years. I am writing to strongly urge you to keep the character of Old Town funky and affordable for small local businesses, and to *not* approve a Property Business Improvement District (PBID) there.

Over-improvement and over-gentrification will turn Old Town into just another strip mall, filled with nothing but chain stores who can afford the increased rent. This is a tragedy occurring in too many places already, negatively impacting small business, entrepreneurship, competition, and communities, as chains have far less connection to their local community than most small businesses, who are usually heavily invested in their community's character and success.

The composition of the Chamber of Commerce does *not* represent small business in the area, and is *not* interested in having innovative small businesses succeed. If crazy California coastal city property values hadn't so skewed ownership of business properties, it is likely that more small businesses would own their properties, rather than have to rent them, but that isn't the case here, and is unlikely to ever be the case. We have to preserve small affordable business locations that entrepreneurs & technology start-ups can afford.

About a decade ago, Brent Muchow, who worked for the City of Goleta, in the redevelopment division, got a federal(?) improvement grant to install upgraded bus stops and improved trash cans in Old Town, and to help local OT businesses improve their facades. These kinds of help are appropriate for Old Town needs, but not an overhaul that amounts to gentrification.

Improve public trash cans and recycling; power wash the sidewalks periodically; improve street lights & street plantings; maybe provide a bit of help to property owners with their maintenance needs; but please do *not* approve a SBID, as it will directly lead to the demise of affordable rents that encourage and support innovative small independent businesses, rather than just more duplicate chain stores on every small town Main Street in America.

Thank you for your time and consideration.

Becky Davis
7865 Rio Vista Drive
Goleta, CA 93117

becky.davis@silcom.com * 805-968-4600

[Formerly doing business in Goleta's Old Town at 5878 Hollister Ave. as Custom Cartridge, Inc.

We're still in business <http://www.CustomCartridge.com> , but had to relocate our business to Montana, due to California's hostility to small businesses and especially to firearms related businesses.

Ironically, our business is a direct outgrowth of the aerospace industry that once was the financial engine of Goleta. Also ironically, we used to make the training ammo for the SB Sheriff's Dept., and the LAPD bomb squad uses our patented frangible ammo as their preferred round. We still sell our ammo to numerous defense professionals throughout California and the USA. We also still provide superior non-lead hunting ammo to thousands of California hunters (& thousands more throughout the USA), allowing them to be in compliance with CA's non-lead hunting ammo mandate.

Government missteps are inadvertently hurting innovation, entrepreneurship, and real competition with the increasingly conglomerated big businesses that are effectively controlling our economy. Please don't make that mistake here.]

----- Forwarded message -----

From: "**Paula Bortolazzo**" <p.bortolazzo14@gmail.com>

Date: Tue, Feb 5, 2019 at 2:44 PM -0800

Subject: PBID-Old Town

To: "Paula Perotte" <pperotte@cityofgoleta.org>, "Kyle Richards"

<krichards@cityofgoleta.org>, "Stuart Kasdin" <skasdin@cityofgoleta.org>, "Roger Aceves"

<raceves@cityofgoleta.org>, "jkryiaco@cityofgoleta.org" <jkryiaco@cityofgoleta.org>

Dear Council Members,

As a native of Goleta, I have childhood memories of Goleta's Old Town back in the late 60s and early 70s. Stores have come and gone, but the wonderful character of Old Town remains the same even today and it still thrives. I shop at many of the businesses along that section of Hollister and prefer patronizing these charming, small, mom and pop businesses to driving to Santa Barbara or out to the Hollister Village area. That's Goleta gone wild out there and we want NO MORE of that.

I am disgusted at the rate this amazing place, Goleta, has been built up. Please vote in the best interest of these small businesses and that may be saying NO to the Chamber of Commerce and their idea of what our Goleta should be. Kyle and Richard, I know you love Old Town... The rest of the council, please just listen to the people. Support the Goleta Old Town Community Association in their efforts instead.

Sincerely,

Paula Bortolazzo

From: Andi Modugno [<mailto:amodugno88@gmail.com>]

Sent: Tuesday, February 05, 2019 3:46 PM

To: Paula Perotte <pperotte@cityofgoleta.org>; Kyle Richards <krichards@cityofgoleta.org>; Stuart Kasdin <skasdin@cityofgoleta.org>; Roger Aceves <raceves@cityofgoleta.org>; James Kyriaco <jkyriaco@cityofgoleta.org>

Subject:

Dear City Council,

I am writing you to ask that you please not allow the Chamber of Commerce to make decisions in regards to the future of Old Town Goleta. I am especially speaking to the PBID. I was born and raised in this city and am very proud of my family roots here, especially in Old Town. I would love to see the city change based on the ideas of the local merchants and people living in Old Town, instead of a group of people who do not know the day to day and history of the area.

Thank you so much for listening and for helping keep Goleta the city that we love.

Andi Modugno

From: Dante Elephante [danteelephanteband@gmail.com]
Sent: Tuesday, February 05, 2019 11:09 AM
To: James Kyriaco
Cc: Roger Aceves; Stuart Kasdin; Kyle Richards; Paula Perotte
Subject: Ruben Zarate: Goleta Citizen

Hello,

My name is Ruben Zarate. Born and raised in Santa Barbara and Goleta.

It's come to my attention via Facebook that there is a meeting today and I'm currently on tour with my band Dante Elephante. We're on our way to Santa Fe and I'm in the back of the van with free time to give my thoughts.

I urge you all to push back on the gentrification of Old Town. I know Old Town Goleta is in need of a facelift but there has to be a reasonable way to improve the neighborhood without raising rents and kicking locals out.

The community is afraid that Old Town will turn into State Street full of chains, and short stay businesses that can't compete with unrealistic rent.

Wish I could be at the meeting tonight. Thank you for your time.

Ruben Zarate

From: Tony M [<mailto:tmmodugno@gmail.com>]

Sent: Tuesday, February 05, 2019 4:13 PM

To: Paula Perotte <pperotte@cityofgoleta.org>; Kyle Richards <krichards@cityofgoleta.org>; Stuart Kasdin <skasdin@cityofgoleta.org>; Roger Aceves <raceves@cityofgoleta.org>; James Kyriaco <jkyriaco@cityofgoleta.org>

Subject: Save Old Town

Dear City Council,

Please don't let the Chamber of Commerce decide what happens in Old Town Goleta. Let the merchants and residents of Old Town decide!

The Chamber of Commerce only cares about making money, they don't care about the character of Old Town.

I love the way Old Town currently is and they are not the group of people I want making decisions on changing the area.

It's clear that many other residents of Goleta feel the same, so do the right thing and say No to the Chamber of Commerce.

Thank you!

pperrote@cityofgoleta.org
krichards@cityofgoleta.org
skasdin@cityofgoleta.org
raceves@cityofgoleta.org
jkryiaco@cityofgoleta.org

Item C.1 PBID for Goleta Old Town

Mayor Perotte and Councilmembers,

I ask that you do not approve the Professional Services Agreement with Civitas Advisors, Inc., for legal and consulting services for the Old Town Goleta Property and Business Improvement District Formation Project.

The Chamber proposal is for a PBID that it is established and run by Old Town property owners, their influence weighted by the value of their property, and not the owners of the actual businesses or the residents of the area. A handful of larger property owners could control the PBID.

This is a reversion to an earlier time in our country when the only voters were property owners, before the franchise was extended to all. This is a non-democratic process and not what we want for our town.

The information sheet provided by Civitas says, "A PBID's operations are determined by the property owners..." "The property owners...decide who will manage the PBID and how. The PBID corporation is required to submit annual reports ensuring accountability to....property owners." "Funds raised...must be spent...for the benefit of the properties..." "PBID spending priorities...are established by property owners."

Decisions about what happens, what improvements will be made, and what services will be offered in Old Town should be made in the interests of the residents and the local businesses, not primarily the landlords' interests. These property owners may have very different ideas about the functioning and character of Old Town and be driven by very different goals and priorities.

New higher taxes imposed on the landlords will be passed on to the local businesses who are their tenants, which may cause many locally owned businesses to go out of business. Old Town is still one of the best places for locals to start and maintain businesses. The PBID will change that, and therefore change the character of the most affordable area left in our City.

Cynthia Brock

Ellwood resident and customer, diner, shopper at Goleta Old Town businesses