



# City of Santa Barbara

## DE LA GUERRA PLAZA REVITALIZATION ADVISORY COMMITTEE MINUTES MAY 8, 2020

8:30 A.M. – 10:00 A.M.

This meeting was conducted electronically

[SantaBarbaraCA.gov](http://SantaBarbaraCA.gov)

### COMMITTEE MEMBERS

#### City Council

Kristen Sneddon *Chair*  
Meagan Harmon

#### Planning Commission

Lesley Wiscomb *Vice Chair*  
Barrett Reed

#### Historic Landmarks Commission

Michael Drury  
Julio Juan Veyna

#### Parks and Recreation Commission

Beebe Longstreet  
Roger Perry

#### Santa Barbara Certified Farmers' Market

Sam Edelman

#### Santa Barbara Trust for Historic Preservation

Anne Petersen, Ph.D.

### ALTERNATE MEMBERS:

None

### STAFF:

Brad Hess, Principal Project Manager  
Sara Iza, Senior Planner  
Phil Davis, Engineering Technician

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### CALL TO ORDER

Ms. Sneddon opened the meeting at 8:33 a.m.

### I. ROLL CALL

Kristen Sneddon, Lesley Wiscomb, Meagan Harmon, Barrett Reed, Michael Drury, Julio Juan Veyna, Beebe Longstreet, and Anne Petersen, Ph.D.

Absent: Sam Edelman and Roger Perry

### STAFF PRESENT

Paul Casey, City Administrator  
Rebecca J. Bjork, Public Works Director  
Brian D'Amour, City Engineer  
Brad Hess, Principal Project Manager  
Sara Iza, Senior Planner  
Kathleen Kennedy, Project Planner  
Phil Davis, Engineering Technician

### INVITED SPEAKERS

Rob Dayton, Transportation Planning and Parking Manager

## II. PRELIMINARY MATTERS

### A. Announcements

No announcements.

### B. Agenda review/Changes

No announced changes to agenda.

## III. AGENDA ITEMS

**TIME: 8:37 A.M.**

### A. **Purpose Statement**

Mr. Dayton presented the concept of a purpose statement and summarized his individual interviews that he had with each of the committee members prior to today's meeting. Each interview engendered potential, purpose statement themes reflecting each committee member's vision of the revitalized plaza. Mr. Dayton then highlighted the common themes from all the interviews, and facilitated a discussion amongst the Advisory Committee to develop a purpose statement for the De La Guerra Plaza Revitalization Project.

After much review, many alterations, and input from the general public, the Advisory Committee developed a purpose statement and all agreed to implement it as the official purpose statement for the De La Guerra Plaza Revitalization Project. It reads as follows:

*"De La Guerra Plaza celebrates and honors the historic heart of our city and provides the flexibility to serve our community's diverse social, cultural, historic, economic and environmental vitality."*

## IV. PUBLIC COMMENT

Comments from members of the public pertaining to items on the agenda or on any subject within the jurisdiction of the advisory committee. Due to time constraints, each person is limited to two minutes. Chair Sneddon allowed for two rounds of public comment; one, prior to the advisory committee crafting a purpose statement and second, after crafting said purpose statement.

First round of public comment opened at 9:00 a.m., and the following individuals spoke:

1. Ms. Rudd emphasized that "flexibility" is a key theme for the purpose statement.
2. Ms. Grassini advocated that improvements that aim to "activate" the plaza and attract Santa Barbara and Goleta locals will likewise attract tourists, because tourists desire to visit popular local attractions. Ms. Grassini also supported the theme of "flexibility" for the purpose statement.

3. Ms. Loperfido advocated that the plaza serve as a venue for art and crafts given the plaza's history as the birth of the arts and craft show in 1965.

First round of public comment closed at 9:07 a.m.

Prior to the Committee reaching consensus on the purpose statement, a second round of public comment opened at 9:54 a.m., and the following individuals spoke:

1. Mr. Closson remarked that the purpose statement should include language that "honors" the historic and traditional uses of public plazas in towns with Hispanic origins.
2. Ms. Loperfido suggested not to use the term "celebrates" at the beginning of the purpose statement, and instead use the original term "provides", because "celebrate" sounds too passive and is not as strong of an action verb as "provides".
3. Ms. Barros suggested to use the term "provides and celebrates" at the beginning of the purpose statement and overall appreciates the whole process of putting the purpose statement together.

Second round of public comment closed at 10:00 a.m., followed by the final determination of the Committee on the purpose statement.

**V. ADJOURNMENT**

Ms. Sneddon adjourned the meeting at 10:09 a.m.

**DATE OF NEXT MEETING:**

**Friday, June 19, 2020, 8:30 a.m. – 10:00 a.m. Room 15, City Hall 735 Anacapa Street**