



**CITY OF SANTA BARBARA  
PARKS AND RECREATION DEPARTMENT**

Neighborhood Advisory Council  
REGULAR MEETING  
Wednesday, September 14, 2011  
Louise Lowry Davis Center, 1232 De La Vina Street  
6:00 p.m.

**MINUTES**

Meeting called to order at 6 p.m. by Vice Chairperson Ana Soto.

1. ROLL CALL

Members	Present	Absent
Aldana, Sebastian	X	
Byrne, Sharon	X	
Foxen, Sally	X	
Greene, Naomi		Excused
Kingston, Sally	X	
Limon, Javier	X	
Vela-Mendoza, Raquel	X	
Molina, Beatriz	X	
Pena, Theresa	X	
Soto, Ana	X	
Trujillo, Cesar	X	
Vassallo, Tony	X	
Walters, Holly	X	

STAFF PRESENT: Sarah Hanna, Susan Young,  
LIAISONS: Commissioner Beebe Longstreet, Youth Council  
Blanca Garcia  
GUESTS: Mayor Helene Schneider

2. APPROVAL OF MINUTES – It was moved and seconded, respectively, by Members Molina and Aldana, to approve the minutes of August 10, 2011 with minor corrections. Motion carried.
3. AGENDA ADJUSTMENTS – There were no agenda adjustments. Staff Hanna reported that Sue Gray would not be available for the evening's meeting and would be rescheduled.
4. ANNOUNCEMENTS – Neighborhood Advisory Council were informed of the following announcements; 1) Youth Council and Future Leaders of America hosting a Candidates' Forum on October 17, 2011, at 6 p.m., 2) Pueblo hosting a forum on a Secure Community with Sheriff Bill Brown; 3) Mexican Independents Day to be celebrated at the Court House on September 16<sup>th</sup>, starting at 4:00 p.m.
5. PUBLIC COMMENT - None
6. STAFF REPORTS

Staff explained agenda packet and referred to the Job Announcement for the Neighborhood and Outreach Services Senior Supervisor.

7. SUBCOMMITTEE REPORTS

- a. Youth Subcommittee – Committee Chair Trujillo reported that the Youth Subcommittee had met and discussed their purpose and proposed activities. Member Trujillo stated they would meet on the 4<sup>th</sup> Monday of each month at 6 p.m. Their meeting discussion included inviting a youth to participate with their subcommittee and establishing youth priorities.
- b. Neighborhood Health and Safety – Committee Chair Aldana and members gave a report on committee meeting and observations of some of the neighborhood conditions, such as need for lighting in West downtown area and some street lighting request near Coast Highway and Salina Street, and 900 block of San Pascual. There was brief discussion of how to find quick solution to some of the lighting issues. Other request included stop signs, speed bumps, curb cuts. It was also suggested that at the next meeting CDBG funding request be discussed. Staff stated the information would be forwarded. Committee Chair Aldana stated the subcommittee meeting would be meeting the 2<sup>nd</sup> Monday of each month at 4 p.m. at the Franklin Center.
- c. Outreach and Events Subcommittee – Committee Chair Byrne reported the committee had met and discussed promotional brochure; neighborhood awareness of advisory committee; formal launch with a PSA on Santa Barbara channels; radio announcements and attending the Fall Festival event in the lower Westside area on October 27<sup>th</sup>, followed by an event on the Eastside. It was suggested that the group also consider Chamber of Commerce radio spot and the Mayor's weekly radio talk show. It was further suggested that all the promotional material be in both English and Spanish. The committee stated they would be meeting the 2<sup>nd</sup> Monday of each month at 6 p.m. at the Franklin Center.

8. OLD BUSINESS

- a. Standing Sub-committees Purpose – There was brief discussion and it was suggested that each subcommittee put their purpose in writing and send to their Staff coordinator for a document to be presented at the next regular meeting.

9. NEW BUSINESS

- a. Being an Effective Advisory Advocate: A Mayor's Perspective – Mayor Helene Schneider spoke to the advisory committee expressing her excitement to see the group formed. Mayor Schneider stated the advisory body would need to be the ears and eyes of the community. She stated some things that would help them be successful which included:
  - Setting priorities – distinguishing interest from influence (focusing on things that they can actually make changes – town hall meetings; neighborhood cleanups; community centers); she further suggested that they prioritize early, especially as it related to funding

- Monitor what's happening with City Council; watch the meetings; know what's on the agenda; make statements as a committee to City Council
- Make yourself known in the neighborhoods; find out what the neighbors want;
- Know the funding cycles; when grant applications are due; "think annually and act daily"; attend City Council budget workshops in the spring; prioritize funding requests; speak as a committee.

The Mayor encouraged the group to meet with her and feel free to call her at any time. She spoke of the strength in numbers and encouraged the committee to get others involved. She stated they should focus on "getting to yes;" be positive and constructive. She stated their voice could help create change, such as in the recent proposed changes to RDA funding.

There were brief questions and discussion. Commissioner Longstreet expressed how it is challenging to speak with one voice with the representation from the different neighborhoods but the committee working together could influence the division of the eastside and westside. Advisory Member Molina spoke of the challenges of getting people involved who don't normally get involved but are impacted by the issues and questioned how you get them to feel comfortable. The Mayor encouraged the committee to let them know they are their neighbors and continue to make them aware through events. The Mayor further encouraged the group to stay informed about the upcoming budget process and encouraged the group to invite Planning staff to their meeting once the General Plan has been adopted to discuss NAC priorities or policy changes.

b. CDBG Purpose, requirements and process – Rescheduled

10. FUTURE AGENDA ITEMS – Advisory Member Kingston suggested that at some future meeting Thrive Westside be invited to talk about what they are doing. It was also suggested to put the Fall Festival/Meet and Greet for October 27<sup>th</sup> on the agenda for next meeting as well as someone to discuss CDBG funding. A suggestion was made to discuss the Christmas dinner normally sponsored by the Neighborhood and Outreach Services section.
11. ADJOURNMENT – Meeting adjourned at approximately 8 p.m.