



[Home](#) | [About](#) | [Join](#)

## In This Issue

[Message from the President](#)

[CDA Policy Corner](#)

[In the News](#)

[Spread the Word](#)

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June 2017

## MESSAGE FROM THE PRESIDENT

### Celebrate the Summer Solstice

Today on this Summer Solstice, Midsummer, or longest day of the year, I am looking forward to joining a sundown lighting ceremony at our historic Conservatory of Flowers building in Golden Gate Park. Obscura Digital, in partnership with Illuminate, (who brought us our Bay Bridge lights), will create an artistic display on this historic Victorian glass and wood canvas to honor and celebrate the 50th anniversary of the Summer of Love in San Francisco. This is one of many summer events planned to commemorate the cultural revolution that took place in 1967 in the Haight Ashbury district in San Francisco when 100,000 people gathered in the streets to dance and promote peace and love.



In Union Square this spring, the San Francisco Travel Association handed out free flowers for visitors to wear in their hair. What are you all doing in your respective districts to welcome visitors this summer and create a unique and memorable experience? We as downtown managers know that with the retail dynamics changing we need to give reasons for people to come downtown beyond shopping.



As we enjoy this great California summer weather, there are so many different types of events and celebrations that can draw people to your area. Our upcoming calendar of events includes free swing dancing lessons in Union Square, food carts and music on Maiden Lane on Fridays and

a Cable Car Bell ringing contest. As I look to other areas in San Francisco this month, there will be a Gay Pride parade this weekend, 39 weeks of events at Pier 39 as they celebrate their 39th birthday, and of course 4th of July fireworks.

There is always something to celebrate in your community and people look for a reason to come together - be creative, capitalize on an anniversary and partner with other organizations to activate your areas. Our team of Ambassadors appreciates being part of the celebration as well (they were happy to wear their Warriors' colors when they won the Championship last week). And in San Francisco they may even wear flowers in their hair.

As always, I welcome your ideas and thoughts on great ways to activate your respective districts, so please feel free to email me. I hope you see many visitors enjoy all that you have to offer in your downtowns. Enjoy these summer months!

Warmest regards,

*Karin Flood*

Have a news story or a project you'd like to highlight in the CDA *District Digest*?

[E-mail us today!](#)

## CDA Members

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Downtown Association of Santa Cruz  
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Downtown Long Beach Associates  
Downtown Los Angeles  
Downtown Oakland Association/ Lake Merritt  
Uptown District Association  
Downtown Oxnard Merchants Association  
Downtown Pomona Owners Association  
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Figueroa Corridor Partnership  
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Gilroy Economic Development  
HB Downtown Business Improvement District  
Hollywood Property Owners Alliance  
Ironsmith, Inc.  
LA Downtown Industrial District BID  
LA Fashion District BID  
Los Angeles Neighborhood Initiative  
MJM Management Group  
North Tahoe Business Association  
ParkSmart, Inc.  
Paso Robles Main Street Association  
Progressive Urban Management Associates, Inc.  
R Street Sacramento Partnership  
Riverside Downtown Partnership  
San Jose Downtown Association  
San Luis Obispo Downtown Association  
South Park BID  
The Downtown Burbank Partnership  
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Tracy City Center Association  
Tulare Downtown Association  
Ukiah Main Street Program

Karin Flood  
Executive Director  
Union Square BID  
[karin@unionsquarebid.com](mailto:karin@unionsquarebid.com)

## CDA POLICY CORNER

### BILLS SUPPORTED BY CDA

**SB 2 (Atkins, D-San Diego)** which would enact the "Building Homes and Jobs Act" and impose a fee of \$75, not to exceed \$225 per transaction, at the time of recording of specified real estate documents in order to generate approximately \$200-\$300m annually to fund affordable housing projects. Funds would be deposited in the Housing & Community Development's Building Homes and Jobs Trust Fund to support eligible affordable housing projects. The bill was approved by the Senate Committee on Transportation & Housing as well as the Committee on Governance & Finance. The bill was approved by the Senate Appropriations Committee is now on the Senate Floor.

**AB 56 (Holden, D-Pasadena)** The I-Bank is authorized to fund and assist in a variety of projects that help spur economic development. However, the I-Bank is prohibited from funding housing directly, thus local governments and private developers can run into problems if funds are used to fund housing. AB 56 addresses a "grey area" and clarifies the types of infrastructure-related projects that can be funded by the I-Bank. Specifically, the bill adds "housing-related infrastructure" to the types of projects under the "public development facilities" definition that could utilize IBank funding - infrastructure like city streets, drainage, water supply, flood control, environmental mitigation measures, power & communications, public transit, sewage treatment and water treatment. Completion of these "public development facilities" are needed in order to incentivize transit-oriented development projects that are so critical to fostering development, growth and revitalization of California's urban regions. The bill has been approved by the Assembly and will be heard in the Senate Business & Professions Committee on June 26th.

**AB 1326 (Cooper, D-Elk Grove & Cervantes, D-Corona)** would address the increasing recurrence of theft by changing the threshold for a felony from \$950 for the value of the individual occurrences of a crime --to the aggregate amount of the crime value in a 1-year period totaling \$950. The bill was not heard in the policy committee by the May 19th deadline due to a lack of support from the Assembly Committee on Public Safety. Since the legislative deadline has passed, the bill will be eligible to be heard again in 2018.

### Legislature Delivers On-Time, Historically High \$183 Billion Budget to Governor

The California Legislature passed a spending plan for the 2017-2018 fiscal year on Thursday, June 15th, meeting the state's budget approval deadline with a \$183.2 billion package that raises school funding, expands a tax credit for the working poor, and gives the Capitol more influence over University of California finances. The main budget bill passed the Senate 28-10 and the Assembly 59-20. The votes come a week after the Democrat-controlled Legislature's budget-writing committee forwarded a plan reflecting agreement with the Brown Administration on a number of key policy issues. A final agreement followed a few days later when legislators and Governor Jerry Brown came to terms on how to spend revenue from a 2016 ballot measure that raised tobacco taxes. Republicans criticized the contents of the budget, but there was one notable member of the minority party that voted for the package. Senator Anthony Cannella (R - Ceres) voted in favor because of his support for its transportation project related funding. Senate Republican Leader Patricia Bates (R - Laguna Niguel) criticized the budget as the biggest in California's history.

Republican lawmakers repeated long standing complaints that other bills in the package, which are theoretically meant to carry out the provisions of the main spending bill, often create major policy in their own right. These were among those measures accompanying the budget: legislation to curtail the state Board of Equalization's power despite an eleventh hour effort from opponents that included oil companies, unions, and small businesses; a bill to make the timeline for qualifying a recall ballot measure months longer; and, legislators approved a measure merging the voter-approved November 2016 ballot measure that legalized recreational use of marijuana with

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Vista Village Business  
Association  
Walnut Creek Downtown  
Business Association  
Wilshire Center Business  
Improvement District

medical legislation previously passed by lawmakers to create a singular regulatory system in California.

This week's plan settles months of disagreement between doctors, the Legislature, and the Governor on how to spend more than \$1.2 billion in tobacco tax revenue generated by last year's Proposition 56 - Cigarette Tax Increase. Of the total, \$546 million would raise reimbursement rates for doctors, dentists, and other healthcare providers.

Regarding school spending, this totals \$74.5 billion for next year, up 4.2% - about \$3.1 billion - from the current year. The plan allocates another \$50 million to the state-funded After School and Education and Safety program. And, it includes \$200 million to continue preschool and childcare provider rate increases included in last year's budget pact. The package increased University of California funding by \$131.2 million, and sets a target for UC to enroll 1,500 more students in the coming year. It reflects the Governor's proposal to hold back \$50 million until the system carries out recommendations of a recent state audit that criticized the UC Office of the President. The California State University receives an additional \$162.3 million. CSU leaders, though, have to find space for students denied entry to their preferred campus or program. Under the budget plan, the state would end June 2018 with \$8.5 billion in the rainy day reserve and another \$1.4 billion in the state's regular reserve. The Governor is expected to sign the state's 2017-18 spending plan in the coming days.

**Jason Bryant**  
Bryant Government Affairs  
June 2017 Legislative Update

## IN THE NEWS

### **California Tourism Leaders Get Lessons on the Road From High-End Brands**

Skift

California is pushing hard to sell laidback luxury to the "super affluent" traveler. According to Caroline Beteta, president and CEO...

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### **Is the Uber Phenomenon Killing Transit in Sacramento?**

The Sacramento Bee

The opening of the Golden 1 Center downtown last fall was billed as a rare opportunity for Sacramento Regional Transit to attract new...

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### **This Is Why Hotels Are Removing Minibars (and Desks and Closets)**

Inc.com

Hotels are having an identity crisis. As technology wreaks havoc throughout society, and as Millennials decide their parents' lifestyle...

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### **Surprising Benefits from Nighttime Park Programming in LA**

UrbDeZine Los Angeles

Over the years, I have written numerous articles about the importance of planning for new parks in underserved communities...

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### **Up My Alley**

Comstock's

Local eateries aim to spruce up Sacramento's dark corridors...

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### **U.S. DOT Offers Guidance on Public-Private Partnerships**

Next City

As debate of the pros and cons of public-private partnerships heightens in light of President Donald Trump's fondness...

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### **How Asian Americans Remade Suburbia**

CityLab

Asian immigrants, once the "ultimate outsiders," have profoundly reshaped the suburbs of San Francisco...

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### **Is Your Biz In A Business Improvement District?**

KPBS

In the city of San Diego's business improvement districts, owners pay into a fund to promote the area, but not all businesses are aware...

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**Foodbank of Santa Barbara County Serves Up Free Summer Meals for Kids at Picnic in the Park**

Noozhawk.com

Summer program provides food and fun for children all over the county, with emphasis on North County locations this year...

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**New York Landlord Brookfield Takes Over Giant L.A. Fashion Mart**

Los Angeles Times

LA's biggest center of showrooms serving apparel industry insiders will soon open its doors to tenants outside of the rag trade...

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**CDA District Digest Leadership**

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Karin Flood  
President, CDA

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Marketing & Communications Manager, IDA

Do you have your ear to the ground when it comes to the latest downtown news in your region?  
To submit news to be considered for inclusion in the newsletter, please contact Allison Shashok at [allison@downtown.org](mailto:allison@downtown.org).

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