



**Coastal Housing Coalition**  
**SANTA BARBARA**  
**HOUSING**  
**CONFERENCE**

*Presented by the Coastal Housing Coalition*

*Thursday December 11th, 2025*

*8:30am-12:45pm*

*Carrillo Recreation Center - Santa Barbara*

*100 East Carrillo Street*



# Schedule

8:30-9:00am *Registration & Breakfast*

9:00-9:15 *Welcome & Program Kick-Off*

9:15-10:15 *Keynote Speaker:*  
*Mikey Taylor, Mayor Pro-Tem, City of Thousand Oaks*

10:15-10:30 *Michael Towbes Excellence in Workforce Housing Award*

10:30-10:45 *Break*

10:45-11:45 *Workshop 1:*  
*From Paper to Permits: How Annual Reports Reflect Real Housing Production (Or Not)*

11:45-12:00 *Break*

12:00-12:45pm *Workshop 2:*  
*The Inside Track: CHC Board Perspectives on Housing Insight*

12:45pm *Thank you and End of Program*

*Thursday December 11th, 2025  
8:30am-12:45pm  
Carrillo Recreation Center - 100 E. Carrillo Santa Barbara*



## Our Vision

The Coastal Housing Coalition envisions a future for Santa Barbara's South Coast filled with diverse, vibrant, and sustainable communities. We believe moderate and middle-income households should be able to live in the same city where they work, raise families, and build meaningful lives. Our goal is a region where the children who grow up here can afford to stay, flourish, and contribute to the community they call home.

## Our Mission

Our mission is to unite a broad coalition of housing advocates across both the private and public sectors to advance local policies that expand housing opportunities for moderate- and middle-income households on the South Coast. We measure success by the progress made on our annual policy goals and the real-world production of homes that directly benefit our workforce and community.

## A Voice for Housing

The Coastal Housing Coalition serves as a clear and consistent voice for Santa Barbara's moderate- and middle-income professionals. We speak up on critical housing issues by engaging at council meetings, submitting letters, offering public comment, and ensuring that the needs of the region's workforce are represented in the policy process.

## Housing Advocacy & Policy Leadership

We champion proactive, forward-thinking housing policy on the South Coast to ensure progress never stalls. By engaging directly with elected officials, planners, community leaders, and residents, we promote smart, balanced housing policies that reflect both local values and long-term sustainability.

## Why it Matters

Santa Barbara's housing challenges are among the most pressing in the state. Without adequate workforce and middle-income housing, local employers struggle to retain staff, families are priced out, and the fabric of the community is weakened.

The Coastal Housing Coalition exists to address these challenges head-on, build consensus around practical solutions, and ensure that policy decisions reflect the needs of the residents who keep this region strong.



Our philanthropic giving is focused on 5 pillars:

- Education
- Environment
- Homelessness
- Humanitarian Aid
- Community-based giving

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**YARDI**



# Michael Towbes Excellence In Workforce Housing Award



Michael Towbes, chairman of the Board of Directors of The Towbes Group, Inc. and Montecito Bank & Trust, civic leader, and beloved philanthropist passed away in Santa Barbara on April 16, 2017.

Mr. Towbes will be remembered as a pillar of the Santa Barbara community. For years he has been admired as a savvy entrepreneur, a generous humanitarian and a true gentleman. He believed in working hard to build a better world and giving back to the community that had given him so much.

His passion for giving back began early in his career. As a developer who helped build the community, he recognized the need to support the community where he lived and worked.

The Excellence in Workforce Housing Award is named in honor of Michael Towbes.

## 2025 Recipient

### Adaptive Reuse Policy - City of Santa Barbara

The City of Santa Barbara's Adaptive Reuse Policy is the recipient of the 2025 Michael Towbes Excellence in Workforce Housing Award. This year's award recognizes both the policy and the collaborative process that shaped and strengthened it.



Policy development to allow conversion of nonresidential buildings into housing benefited from both public and private stakeholders contributions, demonstrating how thoughtful dialogue leads to effective policy. The ordinance directly advances the City's Housing Element Program HE-1.

Adopted in December 2023, the Housing Element cycle set the stage for key discussions in 2024, when the City Council and Planning Commission outlined needed updates to the existing ordinance. By July 2025, a draft was presented to the Ordinance Committee and shared with stakeholders, who identified revisions essential to making the ordinance functional for the private sector not just a compliance measure for State requirements, but a tool to genuinely promote housing production while helping revitalize existing commercial areas.

Major improvements included expanding the ordinance citywide rather than limiting it to the Central Business District. Stakeholders also addressed financial feasibility: while State density bonus laws offer incentives, they are often insufficient downtown, where hotels present a more profitable alternative to housing conversions. To support reuse projects, stakeholders encouraged practical amendments such as eliminating additional stormwater management requirements when a building's roofline remains unchanged.

Downtown Santa Barbara presents unique challenges: many buildings are difficult to convert, property values are high, and inclusionary requirements tied to State density bonus programs can make projects financially infeasible. Without thoughtful adjustments, property owners frequently favor hotel conversions, which are easier to permit and yield higher returns. Yet a vibrant, revitalized State Street depends on more local residents living downtown, not just seasonal tourism.

The City's Adaptive Reuse ordinance reflects a balanced, collaborative effort that advances middle-income housing, reduces barriers, improves feasibility, and provides a model for how innovative policy can reshape urban environments to meet critical housing needs.

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## **Coastal Housing Coalition**

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## PHILANTHROPY

Every year, we raise funds and increase awareness for local nonprofits, providing our members with numerous opportunities to get involved and make an impact in the Santa Barbara community.



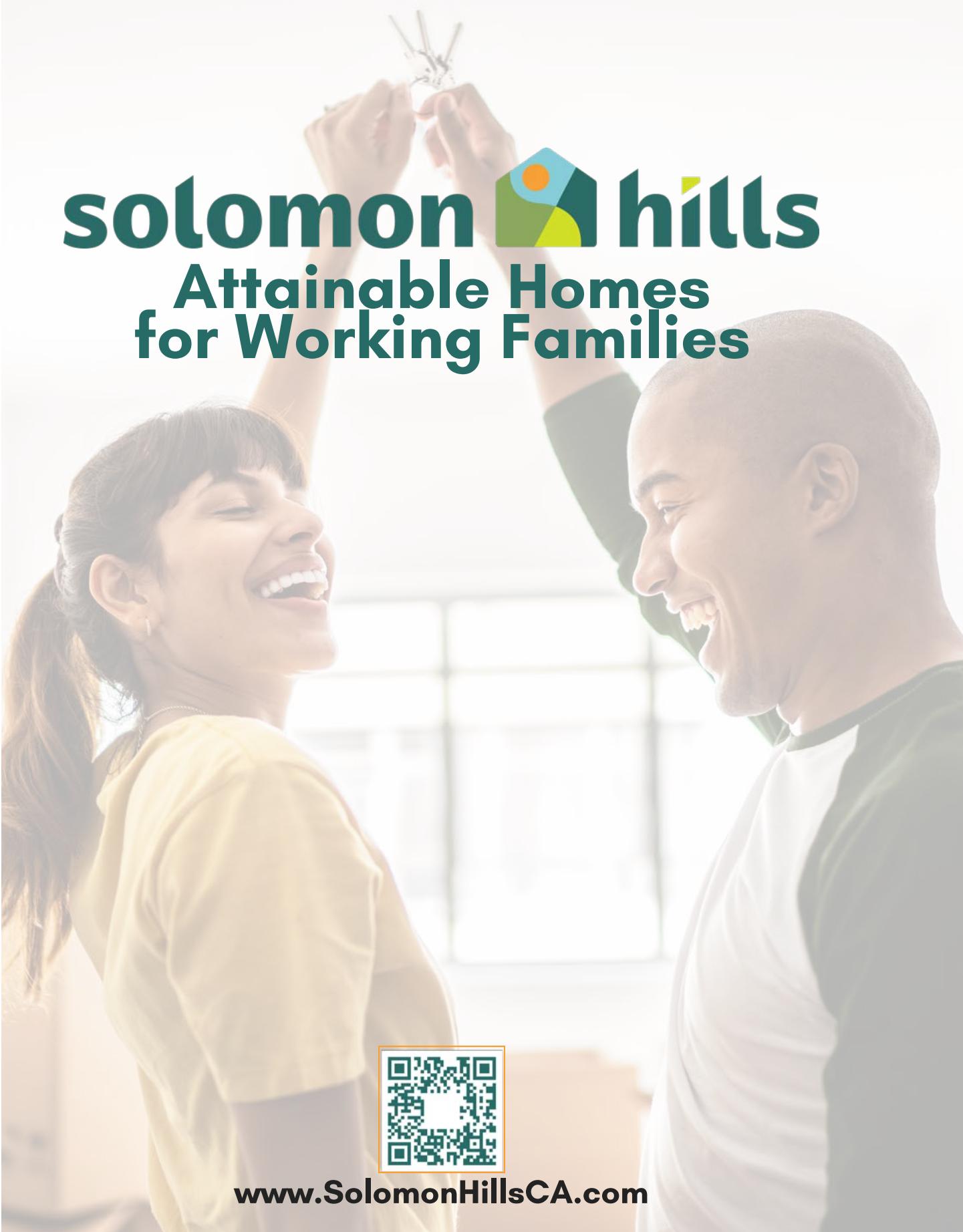
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## Special Thanks To Our 2025 Housing Conference Chair



BEACHSIDE PARTNERS  
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Jon Standing is the Founder and President of Beachside Partners, a Santa Barbara based real estate advisory firm specializing in multifamily real estate along California's South Coast. Since obtaining his broker's license in 2010, Jon has closed over \$350 million in real estate transactions throughout California. After graduating from UCSB in 2008, Jon began his career at Orion Realty Group, a subsidiary of Fidelity National Financial, where he managed corporate leasing across the country. He later joined Radius Group, focusing on multifamily sales throughout Santa Barbara County. In 2015, he launched Beachside Partners to offer a more hands-on, advisory-first approach rooted in local expertise, transparency, and long-term relationships. Jon brings clarity and strategy to the table, making him a trusted resource for clients who want to explore every option before making informed, confident decisions. His passion for real estate goes beyond transactions. As President of the Coastal Housing Coalition, Jon is actively involved in advancing housing solutions that support Santa Barbara's local workforce and protect the region's long-term vitality. Through this role, he collaborates with public and private stakeholders to shape policy, raise awareness, and drive meaningful action around community based housing. Outside of work, Jon is a dedicated father who loves coaching his sons' youth sports and enjoying life in Santa Barbara with his wife, Lisa, and their three boys: James, Jacob, and Luke.



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# Keynote Speaker: Mikey Taylor

## Mayor Pro-Tem - City of Thousand Oaks



Mikey Taylor, Southern California native, professional skateboarder turned serial entrepreneur and city council member of his hometown.

Mikey is a retired professional skateboarder who left an indelible mark on the skateboarding world, participating in elite action sports events as X Games.

Transitioning to entrepreneurship, Mikey recognized the potential in the emerging craft beer industry and leveraged his skateboarding-inspired marketing expertise to co-found Saint Archer Brewery. The venture swiftly became one of the fastest-growing breweries in California, subsequently being acquired by Molson/Coors.

Following this triumph, Mikey set his sights on the commercial real estate

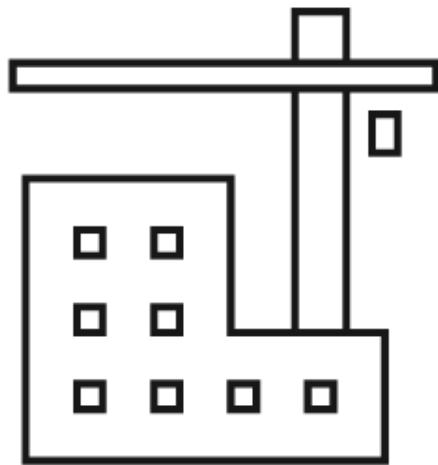
market, leading him to establish Commune Capital, a private equity firm. The firm holds a central principle of positively influencing the cities where they construct or enhance infrastructure. As President and Managing Principal, Mikey continues to drive Commune Capital's growth and impact.

Balancing his professional endeavors, Mikey cherishes his role as a devoted family man. He and his wife, Jen, are proud parents to four beautiful children: Scarlett, 11, Amelia, 9, Elliot, 3, and their newest addition, Vivian, 1. They reside in Thousand Oaks, continuing to contribute to the community that Mikey has always called home. He continues to shape his community, not only through his professional accomplishments but also through his dedication to giving back and making a positive impact. His story serves as an inspiring example of how one individual's passion, talent, and commitment can transcend boundaries, leaving a lasting legacy that extends far beyond the skateboard.



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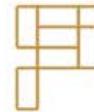
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# Workshop 1

## From Paper to Permits: How Annual Reports Reflect Real Housing (OR NOT)

*The end of 2025 will close out the third year of the eight-year Regional Housing Needs Assessment (RHNA 2023-2031) cycle. Let's take a look at our regions housing progress to-date. Do the numbers show promise towards meeting our housing allocations (OR NOT)?*

*Explore housing production tracking tools to understand where we stand today, discuss what “in-progress” housing projects are in the pipeline, and strategize forward steps needed.*

### **Workshop Moderator**

**Craig Minus, Principal Land Use Planner - CAM Land Use & Development, Inc  
Executive Director - Coastal Housing Coalition**



Craig Minus has built a deep background in real estate, urban planning, project management and financial analysis. For nearly two decades, Craig has provided his skills in both the private and public sectors. Craig has been an integral player in many of the region's largest real estate developments where he has successfully applied his land use knowledge throughout the Central Coast of California. Craig's expertise includes due diligence, entitlement, real estate development, contract procurement, consultant management and construction administration.

Craig is Owner/Operator of the consulting firm CAM Land Use & Development, Inc and currently serves as the Coastal Housing Coalition's Executive Director and his prior experiences includes roles at The Towbes Group, Santa Barbara Metropolitan Transit District, ALG (now TrueCar), City of Buellton and Berkus Design Studio. Craig earned B.A. degrees in Environmental Studies and Geography from UCSB and a Master's in City & Regional Planning (MCRP) from Cal Poly University, San Luis Obispo.

### **Workshop Panelists**

**Michael Becker, Director of Planning - SBCAG**



Mike Becker is the Director of Planning for the Santa Barbara County Association of Governments (SBCAG). In this role, Mike manages the development of the Regional Transportation Plan and Sustainable Communities' Strategy, the Regional Housing Needs Allocation process, and many other planning projects undertaken by SBCAG. Prior to coming to SBCAG in 2014, he worked for eight years at the regional planning agency for the Greater Philadelphia region. In his free time Mike enjoys cycling the hills of Santa Barbara and spending time with his family, including his two young daughters.

**Allen Bell, Supervising Planner - Long Range Planning Division - County of Santa Barbara**



Allen Bell has worked for the Santa Barbara County Planning and Development Department for more than 20 years. He began as a senior planner in the Development Review Division. From 2012 through his “first” retirement in March 2025, Mr. Bell was a supervising planner in the Long Range Planning Division. In part, he managed the preparation of the County's 2015-2023 and 2023-2031 Housing Elements. In May 2025, Mr. Bell returned temporarily to his former position to help implement the 2023-2031 Housing Element. He will begin his “second” retirement in January 2026. Before joining the County, Mr. Bell was a lead planner with the Columbia River Gorge Commission in Washington and Oregon for 17 years and the Hopi Tribe in Arizona for 4 years. He received his master's degree in Geography from Oregon State University.

*Continued to Next Page*



# Workshop 1 (Con't)

## From Paper to Permits: How Annual Reports Reflect Real Housing (OR NOT)

*The end of 2025 will close out the third year of the eight-year Regional Housing Needs Assessment (RHNA 2023-2031) cycle. Let's take a look at our regions housing progress to-date. Do the numbers show promise towards meeting our housing allocations (OR NOT)?*

*Explore housing production tracking tools to understand where we stand today, discuss what “in-progress” housing projects are in the pipeline, and strategize forward steps needed.*

## **Workshop Panelists (Continued)**

### **Rosie Dyste, Principal Planner - City of Santa Barbara**



Rosie Dyste is the Principal Planner with Long Range Planning in the City of Santa Barbara, primarily working on Housing Element implementation and other general plan updates. She worked in both the City and County of Santa Barbara in long range planning for over 20 years. Her work has involved numerous and varied projects including design guidelines and objective design standards for multi-unit housing, housing element, community plans, multi-modal improvement plans, zoning ordinance amendments, and coastal land use plan. Rosie holds a Master of Science degree in Environmental Studies from San Jose State University.

### **Mindy Fogg, Principal Planner - City of Carpinteria**



Mindy Fogg is a Principal Planner with the City of Carpinteria. She has over 25 years of experience as a Land Use Planner in both the private and public sectors. Her work has involved numerous long-range plans and discretionary permitting projects, including housing developments, commercial and industrial projects, utility-scale energy permits, ordinance updates, community plans, and general plans. Ms. Fogg also currently serves as President of the California Association of Environmental Professionals (AEP).

### **Peter Imhof, Director-Planning and Environmental Review - City of Goleta**



Peter Imhof is currently the Planning and Environmental Review Director for the City of Goleta. He previously served as Deputy Executive Director, Planning Division, for the Santa Barbara County Association of Governments (SBCAG) from May 2011 to August 2017, where he supervised development of SBCAG's Regional Transportation Plan-Sustainable Communities Strategy, Regional Growth Forecast, Regional Housing Needs Allocation Plan, and Congestion Management Program, among other planning efforts. Before joining SBCAG, Peter worked for eight years in the County of Santa Barbara's Planning and Development Department, as a supervising planner in both its Long Range Planning and Development Review Divisions, and for two years as a Coastal Program Analyst with the California Coastal Commission. Before moving to public sector planning, he worked as an attorney for five years in private law practice. He received his Master of City Planning degree and his J.D. from UC Berkeley, and his bachelor's degree in philosophy from Princeton University.



# Workshop 1 (Con't)

From Paper to Permits:  
How Annual Reports Reflect Real  
Housing (OR NOT)

## AUDIENCE PARTICIPATION

*After hearing today's presentation, how would you describe the current level of housing-production efforts to-date on the South Coast?*

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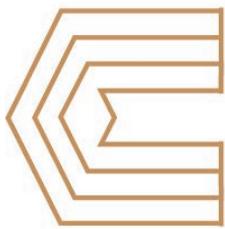
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To learn more about 3C-REN's Multifamily Home Energy Savings Program, go to: [3c-ren.org/multifamily](http://3c-ren.org/multifamily)





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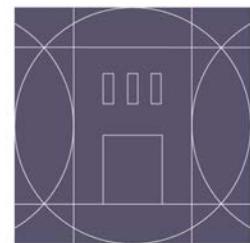


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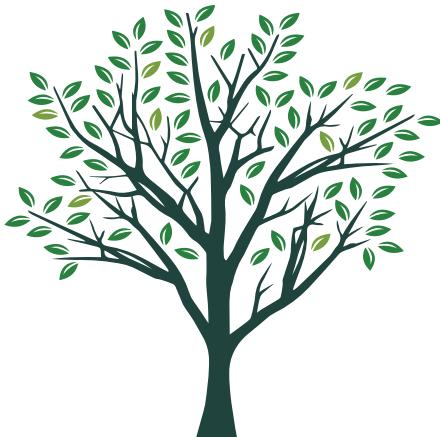
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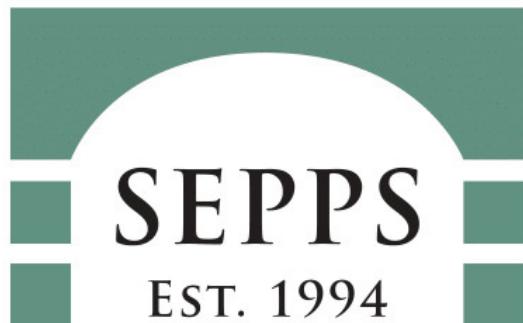
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for low-income housing but too little to qualify for

market rate housing: we call this the "missing middle". Our workforce housing development often serves police officers, firefighters, teachers, healthcare workers, clerks, and similar occupations. Applying our P3 structure directly benefits the moderate- & middle-income workforce, who are often priced out of the market and unable to afford housing near their workplace, yet do not qualify for other government assistance for subsidized housing.



## Workshop 2

### The Inside Track: CHC Board Perspectives on Housing Insight

*Get inside the heads of our own Coastal Housing Coalition industry leaders as they share insights about the broad forces shaping Santa Barbara's housing landscape. The panel will describe how upcoming regulatory change, economic pressures, and local policy decisions will influence both housing feasibility and long-term stability.*

*Through this lighting-round format, you'll learn the critical issues our Board Members navigate in their professional roles as they aim to create attainable housing while balancing local expectations, environmental realities, and evolving market conditions. These conversations will explore:*

- 1. How California's upcoming building code changes are reshaping feasibility;*
- 2. Understanding how Fire & Flood mapping and insurance availability will affect current and future housing feasibility;*
- 3. Which new State and local housing laws are primed to improve housing production at the local level.*

### Workshop Panelists

#### **Laura Benard, Partner - The Cernal Collective**



Laura earned a Bachelor of Science in Engineering, specializing in Architectural Design, from Stanford University in 2014. Shortly thereafter, she joined The Cernal Collective, where she has grown into a highly valued partner. In her role, Laura leverages her strong organizational and design skills to lead and manage efficient, collaborative teams that successfully deliver a wide range of projects. These include multi-family housing, custom residential homes, and commercial developments, each reflecting her commitment to creating functional, aesthetically pleasing, and sustainable spaces.

#### **Chris Guillen, Shareholder - Brownstein Hyatt Farber Schreck**



Natural resources attorney combining expertise in land use, CEQA and water resources issues. Specialized experience in infrastructure, real estate development projects and water-related litigation. A committed team leader with an innovative, business-oriented approach to representation and advocacy. With combined experience in regulation and litigation, Chris Guillen acts as a trusted advisor on complex projects as they relate to natural resources issues. His expertise spans the intersection of land use and water law, with a particular emphasis in the Sustainable Groundwater Management Act (SGMA) and the California Environmental Quality Act (CEQA).

#### **Olivia Marr, Partner - Fauver, Large, Archbald & Spray**



Olivia K. Marr represents developers, land owners, investors and municipal governments in all aspects of real estate, land use and entitlements matters, including the California Environmental Quality Act (CEQA), Subdivision Map Act, and Planning and Zoning Law compliance, development agreements, due diligence review, and transactional issues. She has extensive experience in the navigation of land use regulations and obtaining entitlements for a wide range of projects, from urban infill, to residential and mixed-use Master Planned Communities.

#### **Krista Pleiser, Chief Government Relations Officer at Santa Barbara Association of Realtors**



Krista Pleiser is the Chief Government Relations Officer for the Santa Barbara Association of REALTORS® and the co-founder of Smart Coast California. She began her career in Los Angeles, serving multiple Los Angeles City Councilmembers and a State Senator, where she worked on land use policy, community engagement, and legislative issues. For the past 18 years, Krista has led the Santa Barbara Association of REALTORS® government relations and political affairs, guiding public policy analysis and building strong relationships with elected officials and government agencies to support effective and balanced housing policies. Ms. Pleiser holds a Bachelor of Arts in Political Science from Loyola Marymount University and a Master's Degree in Public Policy from California State University, Northridge.



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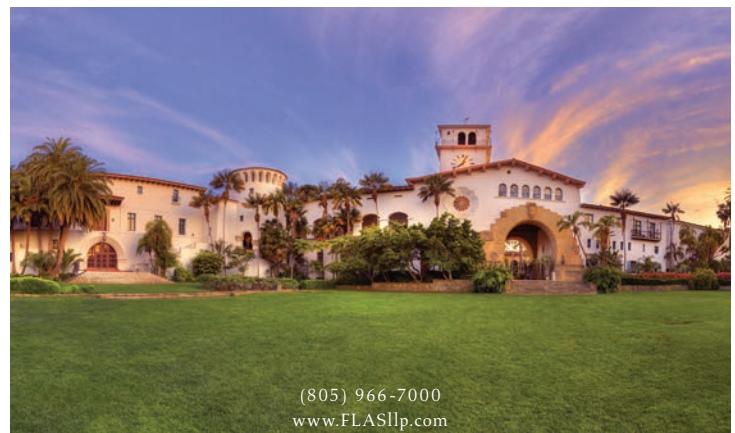
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