

**1/17/06**

The meeting of Downtown Ventura Organization began at 8:10 a.m. on January 17, 2006.

Members present : Clarey Rudd, Glenda Lewis, Seana Weaver, Christy Weir, Jerry Breiner, Dan Frederickson, Jason Collis and Greg Smith.

Members absent: Jim Luttjohann, Jack Carter, Chris Bennett, Linda Peterson, Keith Richardson, Mark Hartley and Ed Warren.

Also Present : Joel Hickenbotton, Gerhard Mayer, Robin Elander, Sid White and David Wilson.

Greg made a motion to approve the minutes of January 3, 2006, Jerry seconded, motion passed.

Organization committee report - Christy presented us with the D.V.O. petition and various blocks of downtown Ventura were assigned to individual board members as follows: 200 Block and South Palm - Jason, 300 Block and North Palm - Mark, 400 Block - Dan, 400 Block of Poli - Glenda, 500 Block and California Street - Seana, 600 and 700 Block - Clarey, Oak St - Jerry, Chestnut- Christy and South California St.- Jim.

Christy said the D.V.O. Newsletter would run \$300-\$400 for design and \$650 for printing 500 pieces. Christy will give the designer our input and Seana will shop for a better price.

Greg made a motion to approve the monies to produce the Newsletter at the best price. Christy seconded - motion passed.

Joel spoke to the board. He has designed a website for D.V.O and Jason said it was modeled after Berkley's Main street website. Joel has designed another website that is geared more towards visitors. To sample his work go to [experienceventura.com](http://experienceventura.com).

Clarey spoke about a business downtown that was struggling and needs direction.

Sid said the City has a Business Management and Retail consultant project. The City will assist existing merchants to help them relocate and /or improve their business. Kennedy Smith should be on board with the City in the next 30 days. He will request her to speak to D.V.O shortly after she arrives. Sid also stated Ed Summers is the representative for the V.E.C.E.D.A. They provide services for downtown.

Group discussion on arrangements to have the Ventura Chamber speak to us at the next meeting, goals for the next meeting and a new press release on the growth of downtown Ventura.

Meeting adjourned at 9:35 a.m.