

2/14/06

The meeting of Downtown Ventura Organization began at 8:05 a.m. on February 14, 2006.

Members Present: Clarey Rudd, Greg Smith, Glenda Lewis, Keith Richardson, Dan Frederickson, Jerry Breiner, Ed Warren, Christy Weir and Linda Peterson,

Members Absent: Seana Weaver, Jason Collis, Chris Bennett, Jim Luttjohann, Jack Carter and Mark Hartley

Also Present: Sid White, Irene Henry, Loretta Merewether, Gehard Mayer, Dave Wilson, Robin Elander, Ruby McCormick, Dave Armstrong, Viki Musgrove and Ray Olsen.

EDC-VC Business Enhancement Program - Sid spoke to us about the program. Group discussion

Downtown Main street Database Program - Sid and Ruby McCormick gave a presentation of the program. Group discussion.

A motion was made by Jerry to approve the Minutes of February 6, 2006 Ed seconded - motion passed.

Christy spoke to us regarding the letter from Mayor Morehouse . She said there were open positions needed to be filled in the Ventura city's Cultural Affairs Commission and if anyone is interested they should apply with the city.

Committees:

Financial report- Greg reviewed the DVO Balance sheet as of February 14th our total Liabilities and equity are \$13,283.00

Design/DOT report Clarey - Loretta handed out the merchant code enforcement letter and discussed the Chamber of Commerce leadership team distribution re: downtown merchants signage etc.

Group discussion on labeling and advertising Historical downtown Ventura and linking it with the fairgrounds.

Clarey asked the Board if we needed more time for the D.V.O. petitions to be completed. The deadline is the next meeting. Be ready to hand them in.

Retail Strategy Meeting/Survey -Dave Armstrong completed the intercept survey and the written results will be available at the end of June.

Vicki Musgrove and Ray Olsen from the city said the Oak St trash enclosures should be up in 60 days and the California St. enclosures in the parking structure should follow .

Meeting adjourned at 9:40 a.m.