

3/7/07

Members Present: Jason Collis - Chairman, Clarey Rudd - Vice Chairman, Glenda Lewis - Secretary, Ed Warren, Jim Luttjohann, Christy Weir, Jerry Breiner, Seana Weaver, Mark Hartley, Chris Bennett and Gerhard Mayer, Mike Merewether (for Loretta Merewether). Members absent: Gregory Smith, Rick Stewart, Loretta Merewether, Dave Armstrong, Zoe Taylor, Dan Frederickson

Committee Chairs: Organization Committee: Clarey Rudd, Finance Committee, Marketing Committee: Seana Weaver, D.O.T.: Jerry Breiner

Also present: Robin Elander, City of Ventura Cultural Affairs, Ken Corney, Dave Wilson and Juan Reynoso, Ventura Police Department, Hilda Kilpatrick, Ventura Visitors & Convention Bureau.

The meeting was called to order at 9:04a.m.

1. Introduction of guests: Debra Schreiber and Seth Gibson

Jason Collis introduced Debra Schreiber with the Kalorama Neighborhood Watch Committee and Seth Gibson with Shoreline Financial.

2. Approval of Board of Directors Meeting Minutes, February 21, 2007: Jason Collis - Jerry Breiner noted that Gerhard Mayer is not a board member but an Advisory Board Member. A motion was made by Christy Weir to approve the Board of Directors Meeting Minutes of February 21, 2007 as amended and was seconded by Clarey Rudd.

3. Financial Committee Report:

- Status on 5013c application: Jason Collis - Jason informed the board that the application is moving forward. There are no other updates at this time.

- Update on other ways to raise funds until City funding is received - Jason Collis reported Greg Smith has asked to have this item included in the next meeting's Agenda for an update.

- Presentation on a Rotary Grant - Jason Collis informed the board that Tony Strauss had given him copy of the 2007 Julius Gius Foundation Ventura Rotary Club Grant Application. A motion was made to authorize Chris Bennett and Tony Strauss to fill-out the application. Motion for approval was made by Jerry Breiner and was seconded by Clarey Rudd. Motion passed.

4. Promotions Committee Report: Seana Weaver - Seana Weaver indicated she is preparing a report. Received many compliments from attendees to event regarding cleanliness and lighting. Safety and bringing more customer subjects were also addressed. She also indicated need to pay \$650 for downtown retail strategy event. Seana will follow up with Bella Maggiore General Manager and report to board. Jim Luttjohann offered to help with any negotiation fees.

5. Organization Committee Report: Jason Collis and Clarey Rudd - Jason Collis gave an update on the Executive Director Recruitment. Catherine Haskett Hany from Pasadena has applied and will have a phone interview. Also, Donald Knapp from Indianapolis is interested in the position. He will be visiting Ventura Thursday, March 15 at 3pm to have a personal interview.

6. D.O.T. Committee Report: Jerry Breiner - Jerry reported on the following: - - -
Distributed posters for St. Patrick's Day Parade.

- Reminded Mike Merewether to ask Loretta Merewether about meeting with police storefront volunteers.
- A list of Downtown businesses is posted on the website. Board members were asked to please review and email changes/additions to him.
- City old black benches: Do we want them in downtown? Jason asked if they could be donated to businesses and Jerry confirmed that is a possibility. Please email with suggestions for locations.

7. Presentation from Officer Juan Reynoso from VPD. Report on transients camping downtown and other topics. Officer Reynoso made a brief presentation of the limits of the City Ordinance Citation Code including:

- Loitering
- Camping Citation
- Open Containers
- Public Intoxication
- Graffiti Tracking

8. Presentation: Glenda Davis: Update on the Neighborhood Watch Program. Glenda reported that the newly formed Downtown Ventura Neighborhood Watch program held a meeting including representatives of the Police Department and a few merchants and that their next meeting will be either April 11 or 12 at the Bank of Books. She will send information to Jerry so that he can include it on the website.

9. Retail Strategy and next steps:

Christy Weir reported Sid White has asked the DVO to make presentation to City Council on April 9 regarding the Retail Strategy. A sub-committee needs to be formed to work with Dave Armstrong on this presentation. Seana Weaver and Rick Stewart and Jim Luttjohann will be part of the committee.

10. Open Forum Questions/Comments From Guests:

- Jason reminded all DVO members to request permission from Jim Luttjohann before addressing VCB issues or making requests directly to VCB staff. He will then coordinate with staff.
- Christy Weir reminded that DVO needs to pay rent to Ventura Visitors & Convention Bureau.
- Gerhard Mayer showed an article published on the first page of the Pacific Coast Business Times of March 23, 2007 about "Ventura's New Group". He commented he is willing to help with the PR in order to avoid articles like this one in the future. Jim Luttjohann and Seana Weaver will coordinate with Gerhard Mayer to create some press releases.
- Jim Luttjohann distributed a copy of an estimate from Space Plus for glass partitions for conference room construction. He will bring more estimates to future meetings.

The meeting was adjourned at 10:55