

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting January 13, 2010 Crowne Plaza Hotel

DVO Directors present: Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Cheryl Heitmann, Seana Marie, Doug Wood, Steve Hoganson, Michele Olsen, Jim Luttjohann, Lori Moll, Jason Collis, Zoe Taylor, Christy Weir, Lucas Johnston (absent were, Clarey Rudd, Jim Rice, Maria Fiore)

DVP Directors present: Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Mike Merewether, Jeff Becker Cheryl Heitmann, Christy Weir, Jeff Smith, Ed Warren, (excused absent was Mark Hartley)

Other attendees: Sid White, Patti Channer, Barbara Evans, David Wilson, Marni Brook and Anthony Moreno.

Quorums were met and the meeting was called to order at 8:40 a.m. by Chair Armstrong.

Introductions – Dave asked the members of the public to introduce themselves and their affiliations.

Old Business & Executive Committee Report | D. Comden – None. Dave Armstrong remarked that Rob is on medical leave as per our last board meeting until the end of today, 1/13/10.

Approval of previous board minutes | J Breiner – A motion was made to approve the previous DVP board minutes. Seconded and approved with 8 in favor, no opposing, 1 abstention. A motion was made to approve the previous DVO board minutes. Seconded and approved with 10 in favor, no opposing, 1 abstention.

DVO Action Item: Cultivate Ventura Budget Approval | D Armstrong – Dave gave a detailed budget description of what he has proposed to the ER committee and the board. Short discussion. Motion was made and seconded to approve the budget. Q: is there monies in the budget to cover administration? A: No, not the way it is set up, but monies can be used from other departments a/o categories. Motion passed with 13 in favor, no opposing, no abstentions.

DVP Action Item: Approve 2010 Budget | G Smith – Greg brought forth the proposed budget for discussion. We have received our first payment from the county/city and we expect the next one to occur in late April, early May. Q: should we allocated any funds for management/administration of the Clean and Safe budget? A: No, we are maxed out in that area, having allocated the entire budget to the third party vendor. Perhaps we can utilize other departments' budget to cover. Discussion. Noting this is a proposed DVP budget, Greg and Dave called for a motion. Motion was made and seconded to approve the budget as written. Q: does the council-approved management plan include pot maintenance, as it is not included here? A: Yes it does, and we can figure out a way to manipulate the categories to allow continued maintenance of them. Motion passed with 10 in favor, 0 opposing, 0 abstentions.

DVP Action Item: Approve SGI Contract | J Smith – Greg noted the Finance Committee met yesterday to incorporate input from the board thru the Clean & Safe Committee, and today Greg and Jeff are asking the board to approve the contract handed out for review as written, with the added verbiage adding DVP as the additional insured to the contract's legal requirements. Jeff went in to detail on each page to insure we all understood the parameters being covered. Jim Luttjohann asked where SGIs hospitality training and accreditation comes from, a question he reminded us he had asked twice before. Dave said he would find out. Jim said he would offer the ambassadors the vests he has at the Visitors Bureau if we have none to work with at first. He noted that VVCB does quarterly front-line training, and it might be a good thing for our new vendor to take part in that training, for consistency's sake. Discussion. Christy spoke to the idea of the new vendor not replacing City-performed tasks but rather enhancing some tasks; along the same lines, at the Downtown Action Team meeting last week, she mentioned the fact that a long discussion took place that day, with the City very enthused and interested to know if SGI may want to act as the central contractor for the City. Discussion. Q: I noticed the stairwells are not specifically called out in the scope of work. Will they

be monitored and cleaned? A: their scope of work includes cleaning, and it is up to the board to direct them. With their PDA-connected software interfacing, anyone can report an issue and they will then be assigned to take care of it (subject to the budget and time constraints). Jason was concerned that if the new vendor takes on city services, will the city then back off on those they have already told us they will be doing? Discussion. A motion was made and seconded to approve the SGI contract. Christy commented on how wonderful it will finally be that the City/Downtown will finally be getting the help it so richly deserves after so many years, the City staff welcoming the idea. Q: who will be the point of contact? A: this has not been determined. Q: What hours will they be working? A: this will be determined as they get off the ground in discussions with the board and the City, to coordinate efforts, not duplicate them. Q: What will the structure for their interface with VPD be? A: discussion. Dave Wilson noted that it may well be possible to assign an officer out of the parking meter budget in the next month or two. Motion passed with 10 in favor, 0 opposing 0 abstaining. Dave A noted that their plan is to be on the streets working mid February. Q: How are they recruiting? A: Craigslist, local advertising.

Announcements – We are working on a permanent meeting place, as the former Affinity/Pacific Western bank building is now off the table for our use. 505 Poli, behind City Hall, may be available, and Christy will look in to that for us.

- Martin Luther King Day (1/18) will have a City-coordinated volunteer day effort downtown, with over 100 people volunteering to clean it up for a day. They are looking for food and drink donations. Dave noted he had not heard of this till just a few days ago, but the City had sent out a notice to DVO last month, after Rob had taken his medical leave. Christy said she will ask the City coordinator to come to a future board meeting to make sure we are in the loop.
- The Grant Park Cross has stone masons working at it for the next couple of weeks.
- The El Patio Hotel purchase by Peoples Self Help Housing is now complete and renovations will begin soon.
- The City Housing Authority has purchased the property at the corner of Thompson and Oak and has plans to create the pre-approved and entitled project with office space and affordable housing at the location. Discussion.
- The Parking Advisory Board meets next week
- Dave A was questioned by a local paper in regards to the DVO position on the Top Hat. He stated that DVO supports local business.
- There are many sign violations downtown with a vast shortage of code enforcement personnel to handle them. The new vendor will be able to assist in notification to the City in regards. One suggestion was to insert in the next newsletter the sign violations pamphlet from the City. Jerry will forward the document to David for inclusion in the next newsletter.
- Mike M asked if there was a way to post our legal docs on the website for easy access. Discussion.
- Lori showed plans for her development of the pocket park in the 300 block
- The January 28 event is an invitation only event at the Crowne Plaze for the incubator.

New Business - Jerry noted that the kiosk panel is now completely broken and will need replacement. He also noted that the first St Patrick's Day Parade committee meeting is tonite and they are asking DVO for sponsorship monies. The board should think about donating, as we did last year, in that it is a boost to our downtown as it's been for over 20 years.

Public Comments – None.

Adjourn DVO meeting

Public comment on closed meeting – None

CLOSED DVP BOARD MEETING | Personnel Issue

CLOSE CLOSED SESSION

REOPEN OPEN SESSION

REPORT ON CLOSED SESSION - Nothing to report

Meeting adjourned at 11:28 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010
