

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting January 27, 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, Clarey Rudd, Jim Rice, Doug Wood, Steve Hoganson, Michele Olsen, Lori Moll, Christy Weir (absent were Jason Collis, Zoe Taylor, Maria Fiore excused absent were Lucas Johnston, Jim Luttjohann)

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, Barbara Asbell, Jane Lax, Rosie Ornelas, Barbara Evans, Marni Brook.

Quorums were met and the meeting was called to order at 8:35 a.m. by Chair Armstrong.

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

Special announcement | Rosie Ornellas – Rosie announced plans for the City of Ventura Volunteer Cleanup scheduled for this coming Saturday from 9-11. She is looking for downtown merchants to serve as ambassadors and to help hand out supplies and take pictures.

Old Business, Executive Committee updates | D Comden - None.

Approval of previous board minutes | J Breiner – A motion was made to approve the previous DVP board minutes. Seconded and approved with 10 in favor, no opposing, no abstentions. A motion was made to approve the previous DVO board minutes. Seconded and approved with 11 in favor, no opposing, 2 abstentions.

DVO Budget discussion | G Smith – Greg said we would be able to discuss the DVP budget at the next board meeting and spent this time discussing concepts for the DVO budget, now with approximately \$2700 in the bank and \$2700 in invoices outstanding. We have approx \$5000-7000 in anticipated bills for 2010, which includes items such as maintenance and licensing of the golf cart, insurance and accounting, but as Greg mentioned funding for DVO needs to be driven by DVO, with input from the board and committees. Seana sent an email about annual meetings and how best to address going forward, with vision and plan. DVO needs to maintain its own identity, and this is becoming very important as the board matures (more than half of the DVO board members terms expire or have expired). The Main Street designation is now expired (or expiring) and we need to decide if we want to maintain that. Dave would like to see the annual meeting address these issues. He noted that the following members terms are expired or expiring:

Jerry Breiner	Maria Fiore
Jason Collis	Jim Luttjohann
Clarey Rudd	Greg Smith
Zoe Taylor	Christy Weir
Seana Weaver	

He suggested coming up with a slate to include new interested persons as well as existing board members who want to continue on. The suggestion of an ad hoc committee to look in to the term expirations and desires of board members to continue, as well as the solicitation of new members from the community was discussed, and Christy, Jim, Clarey, Michele, Seana and Cheryl agreed to participate. Elections must take place in the first quarter, by our bylaws, and the Organization and Promotions committees will put together a State of the Downtown event. Christy noted that in 2006 we had a certain mix of members as a requirement and the idea of continuing that was discussed briefly. Our goal is to reconnect the merchants to whats going on down here, and the timing is great to rally.

Announcements –

- **Parking Advisory Board Update:** Jeff Smith reported that the City Council voted 5 to 2 to approve the meter installations around the beginning of May. There will be a heavy public education task to complete by both the City and the DVO. Some free tokens may be used at first for the merchants to get used to the idea. Meters are planned to run from 10-10 sun-Thu and 10-12 Fri and Sat. Funding is now available for a Parking Manager to start before the meters are installed. This additional officer will supervise up to 7 part time “meter maids”. Dave noted that the Visitors Bureau has space available for rent where our old office was, and it has been suggested that a new downtown storefront for the police might be located there. Discussion. Cheryl suggested that the timing of these educational meetings might be a prime time to reach out to the merchants for contact and to set up block captains.
- **Thrift Shop Moratorium:** Dave reported that the moratorium is now extended for 120 days and there may well be a restriction on outdoor-placed sale items
- **Incubator Launch Party:** Dave reported that the Incubator Launch takes place tomorrow evening at the Crowne Plaza.
- **Exclusive negotiating agreement:** Dave reported that there is now in place an exclusive negotiating agreement between the City and the property owners of the south side of the 400 block of Main to work at addressing the concept of a parking structure.
- **Permanent meeting space for DVO-DVP:** Dave said that the 4th or 5th floors of the 505 Poli building may become available to us, though we need chairs. Short discussion.
- **SGL contract and work:** Jeff reported that SGI has begun their interviews at our current offices in the 374 Poli building. Currently they have three candidates for program manager. Mary Joyce Ivers from the City has met with them regarding enhancement of City-contracted services. Q: how late will they be working? A: suggestion is to give them more day time hours than night, let the police take care of the hours after 8ish. Discussion.
- **New tenant downtown:** Dave announced that Van Gundy Jewelers will be moving in to the former Comforts location in the 500 block, having moved from the mall.
- **Haiti Benefit:** Steve noted that Zoey’s hosted a benefit for the Haiti earthquake victims at the Elks Lodge and raised \$5000 in one evening.
- **Grant Park Cross stonework:** Christy said the stone masons had left but the work they did is simply amazing, and their work and their patience was well received here in the downtown. Now the conservancy’s goal is to work with the Botanical Garden committee to put together a comprehensive plan for the park. Discussion

New Business - Jerry noted that the St Patrick’s Day Parade committee met and is looking for a donation as a sponsorship from DVO at least in the same price range as last years’ donation of \$250. Discussion on how the committee works followed. Consensus was to donate \$500 to this years’ parade.

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 - No report.

Meeting adjourned at 11:15 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010
