

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting February 10, 2010 505 Poli, 5th floor

DVO Directors present: Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Cheryl Heitmann, Lucas Johnston, Jim Luttjohann, Seana Marie, Jim Rice, Doug Wood, Michele Olsen, Lori Moll, Clarey Rudd (absent were Jason Collis, Steve Hoganson, Zoe Taylor, Maria Fiore and Christy Weir) | **quorum met with 13 of 18**

DVP Directors present: Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Mark Hartley, Mike Merewether, Jeff Becker, Cheryl Heitmann, Jeff Smith, Ed Warren (absent was Christy Weir) | **quorum met with 10 of 11**

Other attendees: Sid White, Barbara Asbell, Tony Giordano, Tony Strauss, Jeffrey Lambert, Robin Elander, Barbara Evans, Marni Brook.

The meeting was called to order at 8:35 a.m. by Chair Armstrong.

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

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 13 in favor, no opposing, 0 abstentions.

DVO/DVP financials discussion | G Smith – Greg reported that there will be an audit review shortly but both DVO and DVP 2009 budgets and year-end financial statements (handouts accompanying these minutes) were here to review and approve. Further discussion followed, and a motion by DVP to approve the DVP financials was seconded and approved with 10 in favor, no opposing nor abstaining. A motion to approve the DVO financials was made and seconded and approved with 13 in favor with no opposing nor abstaining.

Committee reports:

- **BYLAWS | C Heitmann** – Cheryl noted that the committee is finishing up work on the new bylaws, specifically policies and procedures, and they should be ready for review very soon, possibly by the next board meeting.
- **ORGANIZATION | L Johnston** – Lucas reported that the committee met just last week and is working hard at the "WelcomeWalk" for February 12th. The next 3rd Thursday will take place at Jonathan's Restaurant. There is also a new survey being sent out by the committee for merchant feedback and input. He reported that there are open board seats and invited anyone interested to apply for the positions. The plan is to send out a solicitation for new board members to the general public, noting that the committees goal is to get more merchants involved in the board. Robin asked if she could accompany Lucas in the WelcomeWalk. David noted that the kiosk door was reinstalled and is awaiting final repairs and the agenda is now posted in that cubicle in advance of our meetings. Dave A also noted that he has asked the Coastal Commission for permission to post DVO info in their window box on California Street.
- **PROMOTION | D Comden** – David said his committee is in the beginning stages of planning a 2010 Beach Ball, similar to the one we produced last time at the Crowne Plaza. The newsletter should be done by end of week for mailing, and he has met with the promoter of this years' Beerfest to help in its planning.
- **SGI | D Armstrong** – Dave noted that SGI has had their interviews and training starts Monday. Peter Brown and Mark Stadler of the City of Ventura staff will be working with them in their training involving homeless and vagrancy issues. Public works will also participate as we as Jim Luttjohann of the Visitors Bureau. The plan is to be on the street by February 22nd. The project manager lives

in Moorpark, originally from San Diego, though they tried to hire someone locally. 22 applicants were interviewed, 3 were in the final mix. There will be a proposal brought forward to DVP to hire SGI to handle additional already-contracted Downtown City services, as a result of ongoing discussions in the DAT committee.

- **DESIGN | L Moll** – Lori said the newsracks are coming to the City parking lot this morning for a preview of the finishes, and we are welcome for input. The periodical inserts themselves will not be ready at this point. Next meeting is the 25th of this month. Her committee is also working on trash bins along with the Promotion Committee and Robin Elander. There are still some issues involving the lights installed pre-holiday 2009 regarding permits and installation.
- **RESTAURANT | J Rice** – Jim reported that the committee is updating its database and would like to have SGI attend a meeting to pass on bar and restaurant info. Short discussion.
- **ECONOMIC RESTRUCTURING | D Armstrong** – Dave announced that the City Housing Authority did a presentation on their new development plans for the NW corner of Thompson and Oak. The building would house newly re-placed offices for the Housing Authority as well as providing lower income housing for downtown Ventura's working class. Next meeting is Tuesday morning, location to be determined.
- **CLEAN & SAFE | J Breiner** – No report.

Announcements –

- Concert announcement - Cheryl said the Pete Escovedo concert will take place this Saturday at Ventura HS.
- ChiChi Angels has moved out of their space and a shoe store is moving in.
- The Ventura Visitors and Convention Bureau has the 2009 TOT numbers and the revenue is way down from 2008. Due to that, Jim has to further cut costs and is looking for anyone interested in renting space there to contact him office.
- Spring Artwalk will be April 17-18 and this time they are partnering with the Charter School as well as coordinating with the grand opening of the WAV (Working Artists Ventura) complex. 10 merchants have signed up so far, far below expectations, and Robin has asked for assistance to see if DVO can help generate any interest. Discussion.

New Business - Jerry said he has had a number of people ask what is going on with the Top Hat and the parking lot adjacent and asked if Sid or Jeff Lambert had any updates to status. Jeff stated that the business is now closed and the City has notified the property owner that if any alterations take place with the structure a CEQA investigation will initiate. The burger shack, built in the mid 20th century was listed as a potentially historic landmark and may fall in the State of California guidelines for preservation. The property owner has done archaeological investigation to find evidence of Chumash and Mission-ear artifacts barely below the surface. Jeff noted that the City has not heard anything back from the owner and is still a tenant for the parking lot, reopened after the dig.

Public Comments – There was mention of the fact that it would seem appropriate and enhance downtown's look and feel if there can be a permanence to the building lighting, begun by the Design committee last fall. The permit issue needs to be followed up on. Also noted was the fact that the Coastal Commission, in its review of the Downtown Specific Plan, has told the City that they plan to charge a large in-lieu fee for the removal of any affordable hotel rooms in the coastal zone. Involved discussion followed this newsflash.

Adjourn and close of DVO meeting

OPENING OF CLOSED DVO/DVP BOARD MEETING

Public comment on closed meeting – None.

CLOSE CLOSED SESSION

REOPEN OPEN SESSION

REPORT ON CLOSED SESSION - No report.

Meeting adjourned at 10:15 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010