

# DOWNTOWN VENTURA PARTNERS



## Minutes of Boards of Directors' Meeting February 24, 2010 505 Poli, 5<sup>th</sup> floor

**DVO Directors present:** Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Cheryl Heitmann, Lucas Johnston, Christy Weir, Jason Collis, Steve Hoganson, Seana Marie, Jim Rice, Doug Wood, Michele Olsen, Zoe Taylor, Lori Moll, Clarey Rudd (absent was Jim Luttjohann) | **quorum met with 12 of 17 - and 4 late arrivals**

**DVP Directors present:** Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Mark Hartley, Christy Weir, Mike Merewether, Cheryl Heitmann, Jeff Smith, (absent were Ed Warren and Jeff Becker) | **quorum met with 7 of 11 - and 2 late arrivals**

**Other attendees:** Barbara Evans, Marni Brook, Sonny Shaw, Kat Merrick, Steve Tobey, Kevin Clerici, Brett Weber, Britt Reid, Michael Sandoval and Juan Rodriguez.

**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.

**Approval of previous board minutes | Breiner** – A motion was made to approve the previous DVO board minutes. Seconded and approved with 10 in favor, no opposing, 2 abstentions. A motion was made to approve the previous DVP board minutes. Seconded and approved with 6 in favor, no opposing, 1 abstentions.

**Old Business, Executive Committee updates | Comden** – David reported that Rob is no longer working for the DVP/DVO, and the DVP is now beginning a job search for a replacement. Rob and the board, thru their respective attorneys, reached a mutually-agreeable decision on the termination of Rob's employment. Discussion. SGI will be here later today to meet with us and introduce themselves to the board. Dave Armstrong noted that he has met with City officials and staff to work out an agreement to hire SGI for City-contracted work. Q: did we choose city-provided services to add or subtract from their scope of services, already agreed to in our contract with them? A: No, the City can't reduce what their baseline services were at the time of our contract with them, unless they reduce their baseline services for the entire city. Dave then introduced Britt Reid, SGI regional manager, Brett Weber, our downtown program manager and the two employees we hired, Michael Sandoval and Juan Rodriguez. They plan to work shifts Wednesday thru Sunday 7:00am – 3:30pm and from noon-9:30pm. **Brett's contact number is 258.1902.** Their temporary office is behind the Senior Center. Currently they are training in CPR and code enforcement with City staff. It was suggested they meet with Ralph Dieks, the new Parks director. Their Snapshot™ software/hardware reporting program sometime in April. Discussion.

**Executive Director Job Description | Armstrong** – The search committee will be headed by Cheryl Heitmann, any board member wishing to participate should contact her. In the description before the board, there is no mention of salary, though there is an implied range of \$50-60K/year at 40 or more hours per week (roughly \$26/hour), but that does not include overtime hours as evidenced by Rob's use of time anywhere from 60-80 hours per week, Jerry noted. Discussion. At our last board meeting, we discussed removing some items from the ED's task list to better use of his/her time. Q: would it help us to have 2 positions for backup tasks? A: the answer is the budget. If we can find someone willing to do the job at \$50K/year @ 40-70 hours per week, we won't have any extra money to pay an assistant. Discussion. The job posting method will be determined by the search committee, but it will undoubtedly contain the same basic elements we used when we put out the search that hired Rob. Doug suggested also using hcareers.com, a hospitality-based job search program. Barbara voiced her concern that whoever we get have National Trust Main Street experience, and suggested it be required. Dave responded by saying the letter indicates it is preferred, but not required. Discussion. It was the consensus of the board that we need interaction with the merchants and the public on a personal and local level. From a budgetary standpoint, we should have the flexibility to hire a part-time staff person. With the same salary level we were at with Rob, no additional help could come in at our current assessment levels. Doug suggested that one person is not going to make it happen, "plain and simple". His view was echoed around the room with a number of board

members speaking in concert with his comment. We need more admin support, and he suggested it is critical to the candidates that they know that going in to the resume and interview process. With a few amendments, the letter that will be sent out was moved and seconded, passed by DVP with a vote of 9 in favor, no opposing nor abstaining. Resumes should be sent to [info@downtownventura.org](mailto:info@downtownventura.org).

DVO Annual Meeting | Johnston – Lucas gave an update and gave his nominating committee report to the board. The next mtg for board elections will take place at the March 24<sup>th</sup> meeting. Of the board members whose terms are up, all but one are seeking reelection, Maria Fiore dropping out due to the imminent birth of her child. New members up for positions are Michele Pettis, Jaime Dwyer, Irene Henry and Charnelle or Jim Avery of Aloha Steakhouse. Suggestion was made to send out to the general merchant public the invitation to the election meeting. Jerry noted we have a total of 4 board positions now open, plus 3 additional, should the board choose to expand, a total of 17 positions on the current board. We have heard that a lot of merchants feel disconnected by what DVO does, the key perhaps to helping cure this is the reinstatement of the block captains we had a few years ago. Sonny stated that there are lot of “sideliners” who don’t have the time to be engaged but would like to and they want to be informed more regularly. Dave Comden said he will work with Seana to send out a ConstantContact update. The suggestion was made to put the annual meeting out to March 24. Q: are we considering altering the relationship ratio between merchants/ property owners and at-large members? A: discussion.

**Parking Advisory Board appointee | Armstrong** – Dave noted that both the Parking Advisory Board and the VVCB board need appointees from the DVO/DVP. It was the consensus of the boards to put off any appointments until after the elections. As noted in earlier meetings, the appointee for the Parking Board must be approved by City Council.

#### **Committee reports:**

- **ORGANIZATION | Johnston** – Lucas thanked Jason for hosting the most recent Third Thursday event.
- **PROMOTION | Comden** – David said the next merchant briefing will take place 3/16. At that time, he will ask for participation in the Block Captain concept. He will be adding Facebook as an additional contact point. Q: Does DVO have a Facebook page currently? A: Seana said she will speak to Rob about becoming an additional administrator for the page he built. Any notices on the page need to be a DVO- or DVP-sponsored event, not for individual businesses. Through our 501C3 guidelines, we can’t promote individual businesses and promote downtown.
- **DESIGN | 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 25<sup>th</sup> 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 | Rice** – Jim reported that the committee will have Ken Corney speak at the next meeting, plan is to rebuild the database for communications’ sake. Short discussion.
- **PARKING ADVISORY BOARD | Smith** – Jeff reported that new signage for free parking and meters is being reviewed by the Board. The free parking signs will appear well before the meters get installed, signage early summer, meters late summer at the earliest. We should be prepared, as a board, for an onslaught of complaints. There currently is a 700-name petition to Council asking them to reconsider meters. Q: are there a few key statistics we can quote to people asking board members questions about this? A: The City’s website has a FAQ section on the meters that should easily help. Q: will the parking lot signs get updated? A: yes

#### **Announcements** –

- SLO Downtown Association visit - Dave Armstrong noted that the San Luis Obispo Downtown Association representatives toured downtown last week and were very impressed by the relative shortage of homeless. Short discussion on exactly where they were walking and how they made that particular observation. They use their merchant organization and fill the streets with merchant materials and merchandise. Lori and Jason said they would volunteer to help start a regular, signature event a la SLO Thursday Night.
- Economic Summit Coordinating Committee – Dave noted that, as Chair of the committee, he helped reform a new committee out of the ESCC that focuses on cross-promotion and cross-development. A four-group entity, including the Visitors Bureau, the Chamber of Commerce, the DVO/DVP and the City of Ventura will take part in its formation. They hope to coordinate local and regional activities to the benefit of Ventura.

**New Business** - none.

**Public Comments** – None.

**Meeting adjourned at 10:35 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010**