

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting May 26, 2010 505 Poli, 5th floor

DVO Directors present: David Comden, Jerry Breiner, Jason Collis, Greg Smith, Christy Weir, Michele Olsen, Jayme Dwyer, Lori Moll, Cheryl Heitmann, Clarey Rudd, Charnelle Smith, Lucas Johnston, Doug Wood, Jim Luttjohann (absent were, Zoe Taylor, Patrick Mullins, Steve Hoganson, Seana Sesma, excused absent was Dave Armstrong) | **quorum met with 11 of 19**

DVP Directors present: David Comden, Jeff Becker, Jerry Breiner, Jeff Smith, Mark Hartley, Cheryl Heitmann, Greg Smith, Christy Weir, Ed Warren, and Mike Merewether (excused absent was Dave Armstrong) | **quorum met with 8 of 11**

Other attendees: Barbara Evans, Bret Weber (SGI), Dave Wilson (VPD), Marni Brook, Sandra Walker and Sid White.

The meeting was called to order at 8:40 a.m. by Vice Chair Comden.

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

SGI report | Weber - Bret gave a brief update on his team's work. The new truck and power washer have been purchased, and Bret invited the group to view them out of the 5th story window. It will be housed for the time being at the Santa Clara Senior Center, as Dave Armstrong continues negotiations with the City in regards to setting up the DVP/DVO/SGI offices there. Mike Merewether will be contacting Bret in regards to insurance related questions. The Snapshot© software program will be arriving and implemented before mid-June. The City has diverted some of its downtown resources to a temporary worksite, at the Pierpont Area, to help remove sand, SGI may take part in that effort. Q: Are the trash bins in the mini-park going to be emptied, as they are overflowing? A: yes (Lori Moll).

Approval of previous board meeting minutes | Breiner - A motion was made to approve the previous DVO board minutes. Seconded and approved with 8 in favor, no opposing, and 3 abstentions. A motion was made to approve the previous DVP board minutes. Seconded and approved with 7 in favor, no opposing, and 1 abstention.

Old Business, Executive Committee updates | Comden – David noted that he is in the midst of creating a draft letter to send around, regarding abandoned and/or unkept vacant property in town and the potential for new ordinance changes. The intent is to ratchet up awareness of property owners and the public to urban blight, which always has a detrimental effect on the neighborhood in which its located. Discussion.

Executive Director search committee update | Heitmann – Cheryl said the committee is diligently interviewing and quickly narrowing down the field to less than 5 candidates. We are having Skype interviews today and the committee is feeling very positive about the candidates still in play.

Bylaws | Heitmann – Cheryl said that her committee is finishing up the bylaws and they have been working on new policies for DVP. She sent around via email the entire subset of policies for board review and asked if there was a motion to approve as sent. After brief discussion, it was agreed that all of the documents for inclusion, save the Whistleblower Policy and the Gift Policy, and a motion was made to approve the verbiage for the rest. Seconded. In discussion, David believes we need to develop a 3rd-party-fundraising policy, so issues like the kind that arose from the Red Brick Gallery fundraiser and future endeavors are very clearly understood by all parties. The committee will meet to determine what they might come up with in regards as well as the rewriting of the Whistleblower and Gift Policies. DVP voted 10-0-0 in favor of the motion.

Block Party update | Moll – Lori gave an enthusiastic report on the successful first Block Party she put on. From the information she was given, there were approximately 3200-4000 extra people on Main Street that night. Some restaurants stated their business was up 250% over the previous Wednesday. 3 Midtown businesses bought booth space and have seen an uptick in their business as a result of their inclusion in the

party. The next scheduled event is June 9th from 3pm-8pm in the 300 block of Main. Lori mentioned having an issue with volunteers and staff, as she stated its easier to pay workers, knowing they will be there, as opposed to asking for volunteers that may or may not show. She has put together a budget and her suggestion was to ask the board for some sponsorship funds. She will be interfacing with Greg Smith and the Finance Committee in regards. Jason noted that from some of the volunteers, it was not clear if it was a DVO event or a private event. In discussion, it was agreed that the setup must be made clear to all participating, as well as the press. David suggested Design bring a proposal to the board about the concept, and Lori said she would deliver. Ed thought we need clarification on this as soon as we can, so the rest of the board can tout the virtues of participation.

Move of DVO/DVP office to Santa Clara Street Senior Center | Comden – David brought forth the concept of asking if there was consensus amongst the boards to move out office to the corner of Oak and Santa Clara to help consolidate our efforts. The rent would be equal to or less than our current rent, and David thanked Mark for his participation in this effort from the very beginning. We could possibly share the office space with the downtown parking management office and its officers. There was consensus amongst the boards to pursue this course of action.

Prosperity Council Appointee | Comden – David stated we need to make two appointments to the Prosperity Council, and discussion centered on who that might be. With Dave Armstrong indicating he would like to participate it was moved and seconded by DVP to appoint Dave to one of the positions. Motion passed with 10 in favor, no nays nor abstentions. The second seat would be eventually filled by our executive director, but in the interim we need a temporary appointment. It was moved and seconded that the nomination of Mike Merewether be approved for same. DVP voted 9-0-1 in favor of Mike's appointment.

Committee updates –

- David noted that Jim Rice has resigned from the board. Lucas will be accepting any applications for his seat.
 - VPD: Dave Wilson gave a welcome update on the WiFi system and the fact we have now signed contracts to install the system by the end of July. Cameras will follow very shortly. As to the parking officer assigned to the Parking Management district, there are dollars in the budget already to fund one officer, starting July 1st. Dave mentioned he is still in negotiations with Sid to see if there is any money VPD can get to keep at least one weekend cop downtown. As to the railroad trestle graffiti issue, the City is attempting to put together a stakeholders meeting, including the railroad, the State of CA, the city and perhaps congress. Q: How is the interfacing going with SGI? A: no complaints really, though VPD has heard from a few people that they don't "stick out" when they are on the street for "visitor-type" questions. One suggestion was to get the word out to the merchants that they are here. Discussion.
 - Org: Next Thursday night at the Candlelight is the next Third Thursday meet-and-greet.
 - Finance: none
 - C&S: none.
 - Promo: none at this time. The committee has dwindled and is regrouping.
- Design: Christy reported that at DAT last week, we discussed the fact that, after much deliberation and research, it is apparent that City must be the owners of the poles, wherever they are installed. Christy has a quote of \$38,000 installed for two poles, the price including the first banner. She will be following up via DAT. Christy also noted that there was an unannounced inspection at the Ventura Inn where City and County inspectors found numerous health and safety violations. The owners has been served a notice to comply, and we will hear more undoubtedly as the issues get addressed by government and the individual responsible for repairs. Follow up will take place via DAT, and Christy or Jerry will report updates as they take place.

Parking Advisory Board update | J Smith – Jeff brought forth the latest news from the PAB. He noted that the board's unanimously-approved letter was not delivered to council in the manner in which it was drafted, and moreover, the recommendation that staff (Tom Mericle) made to council was the exact opposite of what the committee approved. The Board's letter to council stated that the monies from the meter's revenue should absolutely not be used to pay for the City's leases on lots outside the district. A proposal made at the meeting was to put together a stakeholder meeting of property owners with these leases, to see if there may be some advantage to taking less rent in exchange for another form or remuneration. Jim Rice is still active on the board, as it is a Council-appointed position. Jerry reminded everyone that DVO and DVP went out of their way, during the lengthy public engagement process, to make the point very clear that 100% of the monies would be spent in the district, and if Council feels that taking those monies is a priority – and DVO/DVP sold it as something different – that the boards seriously consider not taking part in the public rollout of the program. We can't have our reputation sullied, he said, by baiting and switching what we told the public we were doing. Discussion.

Announcements/New business

- Rasmussen Architects will be leasing the top floor of the Erle Stanley Gardner Building, reported Mark Hartley.
- 90 members of the newly formed San Buenaventura Men's Club have found a home above the famous Star Lounge downtown, Mark reported.
- "Women in the City" event takes place this Friday with lots of downtown businesses involved. Proceeds go to Women's Economic Ventures (WEV).

New Business - none

Public Comment – none.

Meeting adjourned at 9:49 a.m.

Respectfully submitted, Jerry Breiner – secretary, 2010-2011