

# DOWNTOWN VENTURA PARTNERS



## Minutes of Boards of Directors' Meeting June 9, 2010 505 Poli, 5<sup>th</sup> floor

**DVO Directors present:** David Comden, Dave Armstrong, Jerry Breiner, Jason Collis, Greg Smith, Jayme Dwyer, Cheryl Heitmann, Zoe Taylor, Patrick Mullins, Doug Wood, (absent were Seana Sesma, Charnelle Smith, Lucas Johnston, Christy Weir, Michele Olsen, Jim Luttjohann, excused absent were Clarey Rudd, Lori Moll ) | **quorum met with 9 of 18**

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

**Other attendees:** Barbara Evans, Bret Weber, Steve Hilliard, Mark Retish and Sid White.

**The meeting was called to order at 8:40 a.m. by Chair Armstrong.**

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

**Approval of previous DVP board meeting minutes | Breiner** - A motion was made by Greg Smith to approve the previous DVP board minutes. It was seconded by David Comden and approved with 6 in favor, no opposing, and 1 abstention.

**Old Business, Executive Committee updates | Comden** – David brought forth his amended draft letter to Council, regarding abandoned or derelict buildings/storefronts for board consensus consideration. After brief discussion, the consensus was to accept it as it and pass it along to the Planning Department and City Council.

**SGI report | Armstrong** - Dave introduced Steve Hilliard and Mark Retish from SGI to talk about the implementation of Snapshot©. They reported they were launching it today and then gave a brief discussion on how it works. SGI will enter work orders based on assignments from the reporting software. DVP can read specific work orders and metrics over time periods designated by the software. Manual reports will take place for the next few weeks as they ramp up. The "Snapshot Service Center" is the public user URL for inputting tasks. Phone calls about potential problems can be addressed to Bret Weber, but the idea of using Snapshot© is to access the reporting center online. We reviewed the operating procedure and discussed tracking and historical-perspective metrics. The site for reporting via the web is:

[ventura.myworksites.com](http://ventura.myworksites.com)

**Executive Director search committee update | Heitmann** – Cheryl said the committee has now narrowed the field down to three candidates and asked any board member who had feedback on the candidates to please contact her, as the search committee needs input. She believes we have given both of the out-of-towners a good view of our city. Dave has asked the search committee to bring forth a recommendation for the package, including suggested benefits, assets/liabilities and positives and negatives to discuss at the next board meeting. He suggested that if the Executive Director is hired thru SGI, it will be much easier to give benefits and insurance. Discussion. DVP would actually lease the employee from SGI in this scenario. Dave is investigating the legalities of such a scenario. Cheryl ended by saying that all of the three final candidates are exceptional and all could do a great job, based on where we want to take DVP/DVO,

**Event Strategy Discussion | Armstrong** – As Lori is absent, Dave and spoke about the meeting he had with David Comden and Lori about an Event Strategy for the downtown and the need for DVP/DVO to get involved in a strategic plan that encompassed both existing and potential future events. A "master event strategy" seems the best solution, going forward, to make sure we are all on the same page. Discussion. Ed Warren believes that whatever happens downtown should go thru DVP/DVO. Discussion followed about liability protocols.

**April 2010 approval of Financials | G Smith** – David Comden brought forward a motion to approve the April 2010 financial reports, seconded by Ed. Voted passed 7 in favor, no opposing nor abstaining.

**Announcements/New business**

- Dave reported that the Prosperity Council will be meeting this weekend. Breakout groups will work on separate topics, so DVOs representation is vital.
- Dave also reported that DAT's reporting will change slightly, as the City is looking at new priorities and how best to hone the activity to accomplish those tasks.
- Dave submitted an RFP to lease the Senior Center and hopefully by the end of the summer it will be available for DVO/SGI use. Since the Farmer's Market may have to move, it was discussed whether that parking lot behind the Senior Center may be a place to house it. Discussion followed on Farmers Market, leases (or lack of same), parking, etc.
- The new US Flags put up along the promenade were vandalized, and there is a concerted community effort to apprehend the criminals who vandalized them.

**Approval of DVO Minutes | Breiner** – Greg moved and Jason seconded that the previous board minutes be approved. No discussion. Motion passed DVO with 9 in favor, no opposing nor abstaining.

**Parking Advisory Board | J Smith** – Jeff reported that Tom Mericle of City Staff is speaking with property owners downtown, adjacent to or owning vacant lots the City currently leases for parking, to ascertain their interest in lowering rent payments for the time being.

**Public Comment** – none.

**Meeting adjourned at 10:20a.m.**

**Respectfully submitted, Jerry Breiner – secretary, 2010-2011**