

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting June 23, 2010 505 Poli, 5th floor

DVO Directors present: David Comden, Dave Armstrong, Jerry Breiner, Greg Smith, Jayme Dwyer, Cheryl Heitmann, Charnelle Smith, Jim Luttjohann, Lori Moll, Lucas Johnston, Michele Olsen, Clarey Rudd (absent were Jason Collis, Patrick Mullins, Seana Sesma and Doug Wood, excused absent were Christy Weir, Zoe Taylor) | *quorum met with 10 of 18*

DVP Directors present: David Comden, Dave Armstrong, Jerry Breiner, Jeff Smith, Mark Hartley, Cheryl Heitmann, Greg Smith, Ed Warren and Mike Merewether (absent was Jeff Becker, excused absent was Christy Weir,) | *quorum met with 7 of 11*

Other attendees: Barbara Evans, Dave Wilson (VPD), Paul Bramson, Sandra Walker (Vent. Chamber of Commerce), Steve Dotto, Matthew Graczyk, John Snowling (VPD).

The meeting was called to order at 8:36 a.m. by Chair Armstrong.

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

Approval of previous board meeting minutes | Breiner - A motion was made by Greg Smith to approve the previous DVP board minutes. It was seconded by Mark Hartley and approved with 7 in favor, no opposing, and 0 abstentions. A motion was made by Jayme Dwyer to approve the previous DVO board minutes. It was seconded by Greg Smith and approved with 9 in favor, no opposing, and 1 abstention.

Old Business, Executive Committee updates | Comden – None.

Ventura Police Department (VPD) updated | D Wilson - Dave reported that the downtown Patrol Task Force funding has ended though the VPD was able to keep John Snowling on the Parking Patrol and Enforcement task. They have restarted the downtown foot patrol in a small way, to help supplement the upcoming holiday weekend. Sunday afternoons have proven to be a time where additional presence is needed, though a lot of the chronic offenders have been taken off the streets, in large part to the continued push from both VPD and SGI to ask them to move along. The WiFi installation will take place around the end of July. Dave thanked Sid White for his work in securing some RDA monies to help fund the downtown patrol. Discussion.

Special presentation: American Flag display downtown | Paul Bramson – Paul gave a brief overview of his work at securing additional flagpoles along the promenade in his effort to keep the flags up 24 hours a day, after vandals destroyed or removed a number of them over the past few weeks. Q: What is the life expectancy of a flag in the seabreeze-air? A: 6 months at best. Q: will they be planned to install on PVC piping, to save the life expectancy of the poles? A: no, aluminum is the choice material. Jim Monahan and Gary Parker are working with Paul on a small committee to keep the effort alive. Discussion,

Proposed DAT (Downtown Action Team) changes | Armstrong – Dave brought forth the discussion held at City staff level, regarding a revamping of the way DAT works, to further hone and focus efforts to finish up items on its ever-expanding list. The idea of raising the efficiency of certain City departments tasked with completing goals was the subject of this meeting. Dave believes it will help DVP/DVO in our focus on issues. Brief discussion.

Search committee update | C Heitmann - Cheryl reported that we continue the search and are getting very close to the finish of the task. Hopefully, by the next meeting we will have a solid update for the board.

Committee updates

- **Parking Advisory Board | J Smith** – Jeff reported that the committee met last Thursday, citing that Tom Mericle, staff representative, has been having discussions with property owners downtown who currently lease their lots to the city. This is an effort to see if they will reduce their fees to the city in light of the current economic situation. Jeff reported that next month's meeting will

be a discussion about the Farmer's Market rent (currently there is none) and the initiation of a contract between the parking advisory board and the City. They will also be discussing the topic of ticket revenues staying in the district. These discussions heavily influence downtown's economy, and Dave suggested that if any board member feels like commenting to please send those comments on to Jeff Smith. Jayme reported she has chosen not to pursue/continue as a representative on the board due to personal reasons. Dave also reported that there is a petition circulating around downtown regarding the proposed hours of operation for the meters (currently set at 11-10 weekdays, 10-11 weekends). Discussion. Jeff also reported that new directional signs to lots should be going up in July, though Jim Luttjohann noticed that there were missing signs, the old ones, on a few of the lots downtown already with no replacement.

- **Organization** – Dave reported that the International Downtown Association contacted DVO regarding the Award of Merit own last year under Rob Edward's tutelage. He said they would like us to apply again, and Dave suggested we apply along with the City's Incubator program. As we need to have an education component of our economic development strategy, it would be a good way to get recognition for the work being done in the downtown. Discussion. Dave also reported that DVP has been promised the downtown janitorial contract to be awarded to us and SGI, starting mid summer. The negotiations have been proceeding on a needs-basis. Dave met with the City to propose leasing the Senior Center location on Santa Clara for DVP/SGI and Parking District offices and it looks like its going to work for all parties. Mike asked if there is any agreement yet in place regarding the lease agreement between DVP and DVO for the golf cart. Dave replied there wasn't at this time but the plan is to do just as Mike described. Lucas also noted that the next Third Thursday will take place at Zoey's new location. The Welcome Walks have been done and will continue to be done regularly by the committee. There are 4 new places opening in the El Jardin Courtyard in the next month or so.
- **Design** – Lori said the 2nd block party was a success with 3200-3600 people in attendance. She reported that she had a number of failed volunteer/sign-up issues in the 300-block, but is moving forward on the next block party, scheduled for the 500 block on July 14. She reported that getting volunteers to work on the same level as her staff has proven very difficult and asked for input from the board. Discussion.
- **Promo** – David noted that the newsrack lotteries are coming mid-summer in regards placement of publications in the new newsrack enclosures. The City has sent a letter to the parties, asking for their input prior to the August 20 deadline. There is also a new fee/permit schedule and this will affect publishers City-wide, though the enclosures are only in the downtown area at this point. Dave also noted that Eric Wallner is putting together a Restaurant Week
- **Economic Restructuring** – Dave reported that the committee voted to request that parking advisory board set up a meeting between its members, the ER committee and other interested board members to meet with property owners regarding lots, alleys in the downtown.

Announcements – Cheryl noted that the Salsa Festival this year has an entrant from the Ventura Music Festival, Sandra Laby, and Cheryl asked anyone interested to vote for her on line. Proceeds will go to help the festival in its fundraising efforts. The Museum of Ventura County Grand Reopening is scheduled for July 1st. Dave asked if there were any objections to altering our meeting dates/times to meeting just once per month. Discussion. David suggested, and Jerry emphasized, that the idea is great and we should consider doing that once we get our new executive director on-board and up to speed. Further discussion. Consensus was to meet once a month as soon as practicable.

New Business – Dave showed the current version of the block captain assignments for approval consideration at the next board meeting, asking for anyone else who may want to participate. He noted that it is a proven method of communication, Jerry reiterated that it worked very well in the Downtown Ventura Community Council's days in the earlier part of this decade.

Public Comment – none.

DVO Meeting adjourned at 9:50a.m.

OPEN DVP SESSION

Public Comment – none

OPEN DVP CLOSED SESSION – agenda item: personnel issue

CLOSE DVP CLOSED SESSION

Report on Closed Session – nothing to report.

DVP Meeting adjourned at 10:35a.m.

Respectfully submitted, Jerry Breiner – secretary, 2010-2011