

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting August 11, 2010 505 Poli – 5th floor conference room

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

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

Other attendees: Marni Brook and Barbara Evans.

Quorums were met and the meeting was called to order at 8:36 a.m. by Chair Armstrong.

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

Old business, Executive Committee updates | Comden & Armstrong – Dave mentioned that he is working with property owner Tom Wood (Ventura Realty) on possibilities for the mini-park in the 300-block of Main. He noted Tom appears to be open to negotiation on pricing, and Dave will speak with Mike Merewether regarding liability insurance. Discussion followed on possible uses and participating users.

DVP Financials | Approval of May and June statements | G Smith – After brief discussion, Mike moved and Jeff seconded approval of both months' statements. Motion passed DVP with 7 in favor, 0 opposing and 0 abstaining. Zoe said she would contact Brian Miller at Elton Gallegly's office to see if they can intercede in getting the Post Office assessment paid thru the congressman's office.

Approve City Janitorial Letter | Armstrong – Dave began the discussion with the concept that our Goodwill workers would fill the gap in service between the end of the current contract with the City and the start of the new one, late September as proposed. The idea is to supercede the current contract while holding on to our Goodwill workers thru SGI. Mike asked if we need some sort of lease agreement on the tenant scrubber. Dave said we will have to check it out first to see if it even works to fit our needs. The City is working on agreement regarding the shopping cart retrieval with the individual stores. Mike moved and Greg seconded a motion to approve the interim contract with the amendment to add an additional \$400 for the umbrella policy. Motion passed DVP with 8 in favor, 0 opposing, 0 abstaining. The consensus amongst DVP was to direct Mike and Greg to investigate further. It was noted that there is power washing needed on the sidewalks in the 500 block as well as along Chestnut. It was further agreed that we send requests up to the Passport site for Bret take documentary before-and-after photos of unsafe conditions, such as raised sidewalks and grates.

Approve Artwalk Sponsorship Agreement | Armstrong – Dave spoke about the former agreement from DVO to sponsor the Fall 2009 and Spring 2010 artwalks and the City's apparent assumption that DVO would continue in the fashion by sponsoring future artwalks, including the upcoming Fall one. He noted that merchant commitment so far is only at 30% of normal. He suggested we sponsor the event, as it does bring much-needed attention and patronage to the downtown. The idea, from this discussion, was that a coordinated effort between DVO and the Chamber might help. Long discussion followed on the benefits of Artwalk, the budgeting and marketing issues associated with it, etc. Consensus was to investigate the marketing plan and DVP would agree to sponsor \$5000 towards the Fall event.

Approval of previous board minutes – A motion was made by Michele and seconded by Lucas to approve the previous DVO board minutes. Motion was approved with 5 in favor, no opposing, 4 abstentions. A motion was made by Mike and seconded by Mark to approve the previous DVP board minutes. Motion was approved with 4 in favor, no opposing, 4 abstentions.

Events discussion | Comden, Armstrong – The next block party will take place August 18, and Lori spoke to the fact that she has been funding the block parties to this point and needs financial assistance. With the possibility of holiday events (including a possible street fair), artwalks and Restaurant Week just around the corner, we need a coordinated way to help promote different facets of life downtown. The City has been chief promoter of these events in the past, but they are backing out due to budgetary constraints. Question was raised: is it the City's place to be the chief promoter? We need more mid-week regular turnout. Q: should we manage the downtown event calendar? A: Discussion. Lori said she spends \$3000/block party currently. Doug noted that, in the Crowne Plaza's opinion, they have received little to nothing from Artwalk over the last 5 years. Discussion. Barbara Evans noted that, after speaking with Michele Chapin (local artist) her customers always come on the 2nd day of the Artwalk. Zoe has only heard positive things about the block party. David said that he envisions an overall event calendar that can be shared amongst all of the participating agents downtown putting on events, so duplication of efforts are kept to a minimum and maximization of funding can take place. Possible income sources could come from radio stations and the City, in kind. Discussion followed on the idea of a holiday block party, somewhat like the street fair of the past. Lori asked for DVO/DVP participation including budgeting and financial assistance for future block parties. After further discussion, as a number of DVP board members were uncomfortable with agreeing to funding without some form of reference, it was agreed that the Finance and Promotions committees would meet jointly to discuss the possibilities of coming up with funding to allow participation in the Artwalk, the Block Parties, and the Holiday Street event.

Committee Reports

Promotions | Comden – no report

ER | Armstrong – Dave reported the City is entering in to a contract with a marketing company to discern metrics for demographics downtown. He said one of their main goals is to determine how we target people who would be likely to visit downtown. Discussion.

Announcements – Dave noted that we will have a new credit card issued to Kathleen for use in her position.

New Business - none

Public Comment - none

Meeting adjourned at 10:54 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010
