

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting August 25, 2010 505 Poli, 5th floor

DVO Directors present: David Comden, Dave Armstrong, Jerry Breiner, Greg Smith, Cheryl Heitmann, Jim Luttjohann, Lori Moll, Christy Weir, Zoe Taylor, Michele Olsen, Jason Collis, Clarey Rudd (absent were Jayme Dwyer, Patrick Mullins, Seana Sesma and excused absent were Doug Wood, Lucas Johnston, Charnelle Smith) | **quorum met with 11 of 18**

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

Other attendees: Sid White, Executive Director Kathleen Eriksen and Barbara Asbell.

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 David Comden and approved with 6 in favor, no opposing, and 2 abstentions. A motion was made by Zoe Taylor to approve the previous DVO board minutes. It was seconded by Lori Moll and approved with 8 in favor, no opposing, and 2 abstentions.

Old Business, Executive Committee updates | Comden – Zoe said she would speak with Elton Gallegly's office, regarding his ability to get the PBID payment from the USPS. Dave stated he had filed a return authorization note regarding our payment to the Post Office, at the Post Office, and has to date not received the return in the mail. He also reported Urban Encore has drafted a lease and the appropriate subleases for the Senior Center for review by the City Attorney office. There is no update on the mini-park negotiations with Tom Wood, though Dave and Christy will be taking up the task together. Dave stated that in future board meetings we will have the Executive Directors report emailed early for review along with committee reports. He introduced our new executive director, Kathleen Eriksen, and she reported that her first full week has been spent gathering contact data and information and meeting City staff and merchants. Her direct line is 506-1969.

DVP Financials report and approval vote | G Smith– Greg began discussion about the emailed printout regarding the July financials. There are key budget issues that need to be addresses, he said, as we round out this first year. With \$25,000 in receivables over the next 4 months and an \$18000 contingency built in to the budget, plus the administrative savings over the last 4 months it would seem we have plenty of money to work with till January 2011. Not so, said Greg, as we have either spent or earmarked funds for the truck lease, the purchase of the pressure washer and other promotional and ER-related items and though we are in very good, conservative shape, we need to watch our bottom line carefully. Christy stated that she and Rick Cole will look in to getting the monies from the County as well as the mis-assessed Foster Library bill taken care of. Zoe asked for a copy of the invoice for the USPS that she will get to Elton Galleglys office for review. Jim Luttjohann asked if there was any forward motion on the VCBs invoice to DVO, and Dave stated that DVO has no money to pay it. Discussion followed, spearheaded by Cheryl, that this bill should not be outstanding and DVP needs to get it signed off and taken care of asap. Mike asked about possible grant monies to fund DVO, and an ad hoc committee of Lori, Zoe, Greg, Cheryl, Michele, Jeff, Christy and Jason will look in to both funding and DVO direction, specifically the future sustainability of the organization and where it needs to head. After review of the July statement, Mike Merewether moved and Jeff Smith seconded a motion to approve as written. DVP passed with 8 in favor, 0 opposing and 0 abstaining.

Artwalk Sponsorsip | Armstrong – Dave said he met last week with the Finance and Promotion committees to discuss the proposed sponsorship. He stated that ER has \$6K in the budget left, there is approximately \$8K in marketing/promo, though the finalization of the parapet lighting is still outstanding – and we have on the plate the possibility of funding a holiday event. He stated that means we have a total, based on the previous action item, of \$27,000 but with potential shortfalls it is more like a \$20,000 budget till

years end. The City gave an update to Dave, stating they are having a hard time getting merchant participation in terms of sign-ups. Normally, by this time, they have 50-60 signed merchants currently only about 39 or 39. They have requested \$5K from DVO which will go to funding the stage for Sunday and some advertising. The City also reported to Dave that they have heard that the WestSide reports that the 2nd day of ArtWalk is a better day. After discussion, the committee's recommendation is to support Artwalk, as lead sponsor, for \$5,000 and to support the use of the funds as described for this one-time decision. Future sponsorships will be an ongoing topic for the Promotions committee. IT was moved by Christy Weir and seconded by Jeff Smith for DVP to approve this funding. Motion passed with 9 in favor, no opposing nor abstaining.

Board meeting schedule change | Armstrong – Dave suggested we meet one time a month, and pass a lot of the work that we have taken up time at board meetings discussing, to the committees. His idea is to set the board meetings to the 4th Wednesday of the month, the next being the 22nd of September. Jeff moved and Mike seconded DVP to accept the motion, passed 9 in favor, no opposing nor abstaining. Michele moved and Zoe seconded DVO to accept the motion, passed with 11 in favor, no opposing nor abstaining. Dave suggested that when Kathleen sends out the minutes, she include a written SGI report, a written VPD report, a written ED report from her as well as committee notes. Discussion followed on the fact that there are a number of board members who regularly fail to show up at board meetings and do not participate in committees.

Committee updates

- **Promo | Comden** – David reported that the last merchant briefing had a number of new businesses attend. He reminded us that the newsletter obligation is 4x/year, and to that end is putting out one per month the next 3 months
- **Design | Moll** – Lori reported that committee has not met for awhile and plans to work with Kathleen closely. The newsrack are on track for implementation in the next few days. The permanent lighting permits will cost between \$500-900/building. She also reported that the block party concept is being put off till the spring of 2011, interested vendors are asking for more events. She would like to participate in a holiday event that would cost approximately \$10,000, including some type of street fair in the 400-500 blocks. Lori has asked for a vendor list from the City, and the City has responded thus far with the reply that the vendors don't want the City selling their names.
- **Organization | Johnston** – Lucas reported that the last mixer went very well @ The Good Bar.
- **Economic Restructuring | Armstrong** – Dave reported that Cultivate Ventura concluded its restaurant challenge, won by Candlelight who lowered their gas usage to 66% of last years amount. He reported that the Dume Room has closed and the location may be available for special events, as per Glen Gerson. He noted that the SGI city contract started Monday @ reduced fees. Discussion followed on employee parking with permit.
- **Parking Advisory Board | J Smith** – Jeff reported that the committee would like to vote Kathleen as the new Parking Advisory Board member at the next meeting. He also noted that there is one merchant slot open at present and he invited any interested merchant to apply. Seana agreed to work as a merchant advocate. He also reported that the pay stations are going in soon, their tentative spots already mapped out on the street with white squares. In passing discussion, Jim Luttjohann also noted that the VCB has opening on their board and urged anyone interested to apply. They meet the 2nd Tuesday of the month from 4-6pm.

Public Comment – none.

Announcements – Jim noted that there is a new tenant at the VCB headquarters. He also reported that he submitted an RFP to Amgen for consideration as Host City for the Spring 2011 race. From what he reported, they are also considering bringing back their Stage Race to downtown.

MEETING ADJOURNED 10:10am

Respectfully submitted, Jerry Breiner – secretary, 2010-2011