

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting December 22, 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 Christy Weir, Cheryl Heitmann, Seana Sesma, Doug Wood, Jayme Dwyer, and Jim Luttjohann, (absent were Patrick Mullins, Lori Moll, Jason Collis, Charnelle Smith, Michele Olsen, excused absent were Clarey Rudd, Lucas Johnston, Zoe Taylor) | **quorum met with 9 of 18**

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

Other attendees: Kathleen Eriksen (Executive Director, DVP/DVO), Sid White, Barbara Evans, Bret Weber, and Marni Brooks.

Quorums were met and the meeting was called to order at 8:40 a.m. by Chair Armstrong.

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

Approval of previous DVP meeting's minutes | Breiner – Jerry brought forth the minutes from the previous meeting. There was a motion by Mike and second by David for DVP approval. Motion passed with 8 in favor, no opposing and 1 abstaining.

Old business, Executive Committee updates | Comden – None.

SGI report | Bret Weber – Bret gave his update to the boards. Report is available on the DVO website. Bret will be getting the year-to-date and monthly reports to Jerry for inclusion on the DVO website. He noted shopping cart issues escalated this past month and he is in contact with California Shopping Cart Retrieval to see if something more efficient can be worked out. Dave A mentioned that the DAT is addressing this issue as well, in terms of ordinance changes. Q: is there anything that may help the cleanup of the Plaza park gazebo? A: it is not in the current scope of work, though SGI does a general sweep of the area. Sid reported that on 12/28 SCE may be turning off power to some locations downtown and he will get all updated information to Jerry for the website, if it happens.

October financials | G Smith – Greg brought forth the October and November financial reports to go over. Q: is the reserve for bad debt adjusted? A: yes, the \$9000 is the adjustment for December, due to late payments coming from the county of Ventura. Mike moved and Mark seconded approval. Motion passed DVP 10 in favor, no objections nor abstentions.

Approval of previous DVO meeting's minutes | Breiner – Jerry brought forth the minutes from the previous meeting. There was a motion by Greg and second by David for DVP approval. Motion passed with 6 in favor, no opposing and 3 abstaining.

DVP ACTION ITEM: Adopt new DVP policies | Armstrong – Dave brought forth the emailed document board members were to review to vote on today. The documents included:

1. Board member Agreement
2. Conflict of Interest Policy
3. Employee Protection (Whistleblower) Policy
4. Sexual Harassment and Discrimination Policy

Dave noted that the Bylaws Committee had reviewed all the documents and asked for a motion to approve. Christy moved and Greg seconded approval of the documents. Motion passed with 10 in favor, no opposing nor abstaining.

DVP ACTION ITEM: Appoint Bylaws Committee as DVP Nominating Committee | Heitmann - Cheryl noted that the committee, composed of herself, Jeff Smith and Mike Merewether will need to create voting documents due by March 2011, to comply with our bylaws and management plan. To that end, Greg moved and Christy seconded that we appoint the Bylaws Committee to serve as the Nominating Committee. Discussion followed. Passed with 10 in favor, no opposing nor abstaining.

DVP ACTION ITEM: Approve DVP 2011 Work Plan | Armstrong, Eriksen – Kathleen detailed the document, noting budget categorizations, SGI's involvement in committee workplans and Dave noted the Clean & Safe allocations as well. He discussed the fact that we have had to remove the US Post Office assessment, as it is the Finance Committee's belief that we will never see a payment from them. It is best to take it off the rolls, so we don't count on something we most probably will never see. Adding a part-time assistant is covered in the work plan and budget for the first time, and the plan includes adding 10 hours to SGI's load to cover a number of small things including watering, currently lacking in the work plan downtown. Q: Does DVO have a way to pay back the loan? A: that is a question we can answer in 2011. Q: is there a policy in existence for planter maintenance – or better – where are we on perhaps getting other quotes? A: currently we pay \$30/planter/month which is prohibitively expensive. We may be able to use part of the extra 10 hours for SGI to cover a lot of that. Dave said this will be revisited in early 2011. Jeff then moved and Cheryl seconded to approve the DVP 2011 work plan. Motion passed with 10 in favor, no opposing nor abstaining.

DVP ACTION ITEM: Approve Resolution to create Clean & Safe Advisory Committee | Armstrong - Dave noted that we need a committee to align certain entities and subjects under one heading to better communicate and deal directly with the work plan. As there are certain items noted under "Streetscape" for example he said, to better address them and not to have go back to Council for changes, he and the Finance Committee believes it makes sense to create this committee. From his description, some of the efforts of the past Downtown Operations Team (DOT) and the Design committee would fall under this heading. After brief discussion, Greg moved and Jerry seconded to create the committee. Motion passed with 10 in favor, no opposing nor abstaining. Q: how will we seat this committee? A: need volunteers to populate it. Dave noted he had one person offer to chair the committee already.

DVP ACTION ITEM: Approve sublease for 420 E Santa Clara | Armstrong – Dave gave a brief background on the lease and his company's involvement in negotiations for the space. Discussion included the use of the space by DVP, DVO, SGI, Ventura Police and the Parking Advisory Board. February 1, 2011 would be move-in day with a 3-year lease. Following Dave's intro, Jeff Smith said it would now be up to the rest of the board if there is a conflict of interest present to prevent Dave from participating in further discussion or voting. Dave left the room. The board decided unanimously, after brief discussion, there was a conflict of interest and discussed the concept. With a dedicated private office, a dedicated lounge, a large meeting room and exterior fenced storage, it sounds like a great deal and will bring DVP and SGI in to the middle of downtown. Mike then moved and Mark seconded to approve the lease as written and the vote was 9 in favor with no opposing nor abstaining.

Executive Director Report | K. Eriksen –

Business Development:

- Distributed w/ SGI Assistance 50,000 Parking Coupons and Posters
- Promoted Parking Coupons and Coupon Codes
- Notified Area Businesses of Top Hat Lot Closure
- Assisting with Coordination and Promotion of Third Thursday Mixers
- Updated Service Database
- Providing Personalized Assistance to Existing Businesses
- On-Street and In Stores as Much as Possible
- Acting as Liaison with Merchants in Response to Parking Meters

Clean/Safe:

- Coordinating Install of Holiday Decorations & Banners
- Manage Clean & Safe Team:
 - Sidewalk Sweeping / Power Washing (2)/ Tenant Scrubber In Use(3)
 - Graffiti Handbill Removal
 - Trash Removal
 - Discourage Panhandling / Escort Off of Sidewalks
- Contracted for Additional Poinsettias for Large Sidewalk Planters

Marketing/Promotions:

- Soliciting Co-op Advertisers for 4th Quarter Marketing Campaign, Assembling Comprehensive Listing of Businesses for "Services" Ad – Ventura Loves to Pamper You
- Coordinating Holiday Tree Lighting Ceremony (Decorations, Entertainment, Promotions, Management, City Sponsorship)
- Executed Poinsettia Program with Merchants (80 Sold)
- Wrote Quarterly E-Newsletter, Facilitated Design and Distribution via Constant Contact
- Coordinated Annual Meeting / Presented DVP Update
- Maintaining Social Media Outlets – Facebook

Administration/Advocacy/Planning:

- Sent Meeting Reminders & Agendas for Boards/Committees/Staffed All Committee/Board meetings (8 total)
- Manage Office & Communications
- Accounts Receivables / Accounts Payable
- Finalized Proposed Budget and Workplan for 2011

Meetings/Appointments:

- 38 Meetings/Appointments in Total

Kathleen also noted that the Top Hat parking lot lease is up at the end of the month, and the owner will be closing it off for public use. Discussion. Kathleen distributed 50,000 coupons for free one-hour parking over the holidays, well-received by all who she encountered. Other board members said they had the same experience. The City had facilitated a social networking seminar and at the end of the seminar Sid arranged for the speaker, Kat Merrick, to give the code out for the coupon. Doug noted that he had helped some visitors with the meters over the holidays. This was echoed by other board members as well. Jayme said a lot of the merchants she spoke with said they were not aware that some one using a parking pay station downtown could add extra time at any of the stations. Seana also noted that the police were parking in the loading zone at California and Main often. Did anyone else notice that? She also noted that organizer for the Wine Walk did a great job in her eyes, though a lot of the venues did not (the complaints she and Kathleen have heard center around this fact). The falling "snow" worked great for as long as it was there, and David noted that DVO should receive somewhere between \$3-5K as donations from the event. He thought the product/vendor mix was good, though having so many bands playing at the same time was cacophony if standing in the right (wrong?) place. Suggestions were made to keep the trees lit at California and Santa Clara all year long. Jayme noted that there were more comments this year about supporting local businesses. Jim Luttjohann noted that the lines were very long at sign-up time and he offered to use the VCB next year as a drop-in station for signing up, in case DVO wanted it. He also suggested having police or police cadets at the exits to the parking structure, as most attendees there from the board noted it was pandemonium. As a final note, in intercept surveys, approximately 60% of the Wine Walk patrons came from outside Ventura.

Formal presentation: Jim Luttjohann resignation | Armstrong – Dave recalled that Jim was a founding board member of DVO and with great appreciation for his efforts over the years accepted his resignation from the board. Jim reminded everyone he wasn't going anywhere, and he would certainly be available for consultation and networking.

Announcements – The Parking Advisory Board plans to get parking downtown back on the track it was before the holidays, and to that end will end the free parking coupons effective January 1, 2011. Jeff reported that no changes will take effect for 6 months while downtown adjusts to the meters' presence. A suggestion to put lane lines in the parking structure was made along with correcting the spelling of the overhead yellow bumper on the first level. Another suggestion was made to require parkers at the meters to put their zip code in, to help better track demographic trends downtown. Mike noted the Poinsettia Awards took place earlier in the month, and Mark Hartley and the Crowne Plaza were noted recipients. Speaking of the awards, the Chamber of Commerce is moving in the 505 Poli building at the end of December, bringing their much needed vitality to downtown.

Meeting adjourned at 10:25 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010