

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting February 23, 2011 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, Cheryl Heitmann, Patrick Mullins, Lucas Johnston, Seana Sesma, Lori Moll, Clarey Rudd, Jayme Dwyer, Jason Collis and Michele Olsen (absent were Charnelle Smith, Christy Weir and Zoe Taylor) | **quorum met with 14 of 17**

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

Other attendees: Kathleen Eriksen (Executive Director, DVP/DVO), Sid White, Barbara Evans, Tom Mericle, Denise Sindelar, Marni Brook and Kevin Clerici.

Quorums were met and the meeting was called to order at 8:32 a.m. by Chair Armstrong.

Introductions – Dave asked the members of the public to introduce themselves and their affiliations. He also noted to us all the board member Mark Hartley was recovering from heart surgery. We all send our best wishes for a speedy and full recovery.

Approval of previous board meeting's minutes | Breiner – Jerry brought forth the minutes from the previous meeting. There was a motion by Mike and second by Greg for DVP approval. Motion passed with 6 in favor, no opposing and 2 abstaining. There was a motion by Michele and seconded by Doug for DVO approval. Motion passed with 12 in favor, no opposing, 2 abstaining.

Old business, Executive Committee updates | Comden – None. Jason reported that he was interviewed on live radio this morning by KCLU regarding the FIRST FIVE children's healthy menu program that the Restaurant Committee is putting forward. Short discussion.

January 2011 financials | G Smith – Greg went over the January financials line by line and after brief discussion Mike moved and Ed seconded to approve. Passed DVP with a vote of 8 in favor, no opposing nor abstaining. Discussion followed on DVP purchasing DVO assets. Kathleen said she got an estimate of value for the golf cart at \$2500 plus planters valued at \$6400, with a "book value" of \$4000. Jerry asked if the DVCC's donated planters were included in this accounting, and Greg said they were not. Jerry asked for a valuation of those planters, from what he recalls approximately 30 of them purchase in 2002 or 2003. He said he would follow up with the vendor who supplied DVCC the planters to see if he has any record of the purchase or an approximate value for them.

Presentation by City Staff and DAT issues | T Mericle and D Sindelar – Tom began to show a presentation on downtown projects the City is working on, including:

1. The California Street Bridge Project and Promenade Improvements: The original design has been refocused on needed improvements including the railing, lighting, less impacts to the structure itself as well as the new integration with the promenade. The walkway width will remain the same, per Caltrans. The other (east) side sidewalk has no plans on changing at all at this point. Bidding could take place as early as next year with construction to take place in 2012. Dave noted that the FOR LEASE sign on Jeff Beckers building at the end of the offramp is finally coming down, a sign of the times...
2. The interface between the railroad tracks and the walkway: There will be a new traffic signal and pedestrian access improvements. Q: Did Turning Point take all the bushes down next to their property? A: Not sure "whose" bushes those are. They may be Caltrans property.
3. Trestle: great news on this front. Union Pacific has now put their final offer on the table with them covering the cameras and lights, the City covering painting and fencing and Caltrans

covering the labor and the lights. There is Homeland Security monies put aside for enhancement to the safety and security of the trestle and that will come in to play once the planning starts. So far, the City has not agreed to the latest offer, due to discussions about the franchise agreement they have with Union Pacific, currently at a mere \$9000/year. The City Manager countered their offer for more money upfront. Caltrans has been very cooperative. The color could be any one of a wide variety of colors, though none with a "rust" color.

4. Moving offramp: Discussion. Time frame is wholly dependent on funding, as it is a fairly expensive procedure. Once the environmental report is complete, state-grant monies could be used to start the planning and implementation

Resignations | D Armstrong – Dave noted that Jeff Becker and Secretary Jerry Breiner will be resigning from DVP at the March 2011 elections. He noted that Jeff is very supportive of the DVP but does not have the time to participate. Jerry noted that those are his reasons as well, and he stressed that he will only be resigning from his board position on the DVP, not the DVO. He still will be a DAT and Social Services Task Force representative of the DVO and hopes to do as much work as his time allows. Dave also noted that he has resigned as ER committee chair and asked anyone interested in stepping up to the position to let him know if they may be interested in taking over the position.

Nominating Committee update | C Heitmann – Cheryl noted that Kathleen is preparing the ballots, and letters were sent to all property owners in the district. There are three openings for property owners and 4 names on the ballot: Doug Wood, Ed Warren, Justine Hahn and Jeff Smith. There is one opening for a business owner and there are 2 names on the ballot: Jason Collis and Cheryl Heitmann. The deadline passed yesterday for nominations and ballots are going out today, due back by March 15.

Executive Director's Report | K Eriksen – Kathleen stated that the merchant meeting is slated for March 8th where there will be a discussion about security. Jason noted that there are now 16 restaurants, 10 in the downtown area, participating in the Good for Kids program. She noted that there are beginning plans for a Dine Downtown week in early April. The Third Thursday last week was the most successful to date, very well attended. In detail, her report stated the following:

Business Development:

- Coordinated details for Merchant Meeting, scheduled for March 8th
- Assisted with solicitation of downtown restaurants and promotion of "Good for Kids Week" – Staffed press conference (NPR, Channel 3, VC Star)
- Providing personalized assistance to existing businesses
- On-Street and in stores as much as possible
- Assisting with promotional activities for Ventura Film Society; coordinated special recognition of Clean & Safe team at the screening of Philosopher Kings, March 1

Clean/Safe:

- Finalized location of cross-the-street banner, provided conceptual artwork and color suggestions
- Staffed newly formed Clean & Safe committee
- Working with City Attorney on Private Property Waiver/Release Form enabling DVO and City to remove graffiti from private properties
- Finalized artwork for re-usable insert for recycling bins (install 2-28)
- Manage Clean & Safe Team:

Marketing/Promotions:

- Finalized artwork for Merchant Meeting
- Continued regular communications via Constant Contact
- Assisted with coordination and promotion of Third Thursday Mixers (Rasmussen & Associated)
- Maintain social media outlets – Facebook
- Conceptual design, contributing writer, graphic selection, and edited newsletter
- Finalized sponsorship application and review process
- Continued update of website events
- Comprehensive Downtown Spring/Summer events listing

Administration/Advocacy/Planning:

- Train & manage new administrative coordinator
- Moved to new redesigned office, located @ 420 East Santa Clara

- Sent meeting reminders & agendas for boards/committees/staffed all committee/board meetings (8 total)
- Manage office & communications
- Accounts receivables / accounts payable / review & adjust Jan. financial report

Meetings/Appointments:

- 26 meetings/appointments in total

Committee Action Items for February

Economic Restructuring Committee, 2/1/11:

- Request representation on West-side Planning adhoc committee.
- Distribute West-side Report to committee.
- Process VC Fusion Sponsorship.
- Dave Armstrong resigns as chair.

Restaurant/Bar Committee, 2/2/11:

- Start working on Restaurant Map & Listing to include Area Attractions
- Discuss Downtown section in 2011 Dining Guide with VCReporter

Clean & Safe Committee, 2/9/11:

- Setup meeting date/time to finalize location for cross-the-street banner.
- Provide banner design options for first banner. Send to committee.
- Get enlarged map of suggested locations for news racks to City attorney.
- Meet with Daniel regarding new planters, new plant materials for all, and watering schedule.
- Order 25 new planters.
- Request City to move park bench in front of Bank of Books.
- Lock fire escape/ladder behind Subway, closing roof top access.
- Have City evaluate/increase lighting in Oak Street lot.
- Add Sid White to email list.
- Check with City to see if they can plant creeping fig etc... at entry wall off CA Street Ramp.

Promotions Committee, 2/16/11:

- Confirm all WAV events are entered into Downtown Events Calendar.
- Find out if events requiring street closures are charged for loss of parking meter revenue.
- Create application and review process for sponsorship requests.
- Send application to VC Fusion.
- Change date of Merchant Meeting to March 8, include following updates to the agenda:
Construction, Events, New Business
- Get brochure quotes from Menu Club (San Luis Obispo) & VC Reporter, ask for reduction in cost from Certified.

Finance Committee, 2/17/11:

- Get fair market value for golf cart.
- Check to see if we can get dirt donated for planters (existing/new).
- Get estimate from SGI for ½ time employee increased to full time with benefits.
- Request rent deposit from Poli office lease.

Request budget adjustments with accountant.

New business –

- Dave noted that movement to put a measure on the Ventura City ballot to remove the existing parking meters and prevent the City from charging parking fees anywhere in the City has been approved by City Attorney Ariel Callone. Sponsored by Carla Bonney (Ventura County Tea Party member), downtown merchant Gary Parker, and resident Randall Richman, this seeks to undermine the work put in to working with the merchants for over 4 years and working with the City for just as long to provide security, street enhancements and upkeep to the downtown parking district area. To qualify for a vote of the populace, there must be a minimum of 10% of Ventura's registered voter's names on their petition. That is a requirement for 6300 signatures. It is due sometime early June to the City and mid-July to the County. We discussed the fact that the populace needs education on this proposal, due to the many negative sides it has. Jeff noted that

the Parking Advisory Board has not met since this came to fruition, but he is confident they will be taking a very strong stance on the issue at the next meeting.

- There is a new lease signed for a new Indian restaurant in the former Café Bariloche location. Master Harold and the Boys is playing at the Rubicon – Mike Merewether may have some tickets. Music Festival partnered with the VC Fairgrounds with 1000 in attendance.

Meeting adjourned at 10:25 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2011
