

# DOWNTOWN VENTURA PARTNERS



## Minutes of Boards of Directors' Meeting September 22, 2010 505 Poli – 5<sup>th</sup> floor conference room

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

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

**Other attendees:** Sid White, Bret Weber (SGI), David Wilson (VPD), Kathleen Eriksen (Executive Director, DVP/DVO), Eric Wallner (City of Vta) and Janet Fukomoto.

**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.

**Approval of previous meeting's minutes | Breiner** – Jerry brought forth the minutes from the previous meeting. There was a motion by Michele and second by Zoe for DVO approval. Motion passed with 10 in favor, no opposing nor abstaining. There was a motion by Mike and second by Jeff Smith for DVP approval. Motion passed with 8 in favor, no opposing nor abstaining.

**Old business, Executive Committee updates | Comden** – None.

**August DVP Financials | G Smith** – Greg reminded us that the Finance committee meetings take place the 3<sup>rd</sup> Thursday of the month, 10AM at Smith-Hobson. The committee has recommended approval of the August financials with 2 changes. The 2011 work plan schedule is to be agendaized to be voted on at one meeting. Greg noted that he needs recommendations from each committee chair prior. Kathleen will provide a draft work plan to each committee chair. Greg then moved and Mike seconded approval of the financials. DVP passed the motion with 9 in favor with no opposing nor abstaining.

**DVO ACTION ITEM: Motion to nominate Kathleen Eriksen to Parking Advisory board** - Clarey moved and David seconded the motion to nominate Kathleen Eriksen for the open position on the parking Advisory Board. Motion passed with 12 in favor, no opposing nor abstaining.

**DVP ACTION ITEM: Motion to nominate Kathleen Eriksen to Parking Advisory board** – Jeff moved and Mike seconded the motion to nominate Kathleen Eriksen for the open position on the parking Advisory Board. Motion passed with 8 in favor, no opposing nor abstaining.

**DVP ACTION ITEM: Review-approve SGI Contract with City of Ventura | Armstrong** – Dave started the discussion by answering some questions from the board(s). Q: Will we have any new liabilities if there is negligence in the cleanup of downtown? A: SGI is primarily liable with DVP secondarily liable, so yes. After brief discussion it was moved by Greg and seconded by Christy to approve the red-lined version with the typo-correction regarding the term (2010-2011) brought forth by Dave. Discussion. Q: Will it impact pot maintenance? A: This is a separate contract with the City and does not interfere with the existing contracts, so no. Q: Do special events cleanup dollars then come to DVP? A: Each event has a special "clean-up" fund added in to it, so no. Discussion followed on adding to the scope of work maintenance of the trash enclosures and post-event cleanups. Dave will speak with Michele and Chris (City of Vta) regarding future events. David C read a letter from Vincenzo, who put on the Beer Festival last weekend, acknowledging the great work SGI did. Mike has reservations about not combining this with the SGI contract. After clarification of the motion, DVP voted in favor 9, 0, 0. Christy noted that she is hearing from people in other parts of the City about the paradigm shift in perception of downtown, regarding safety and cleanliness. Jeff suggested the board thank Dave for his hard work on the getting the contracts together to make this happen.

**DVP ACTION ITEM: Review-approve SGI Contract | Armstrong** – After some brief discussion, Dave suggested to the board that we allow the executive committee, with input from Jeff Smith, to negotiate for the DVP with the City on behalf of the board. Mike moved and Cheryl seconded a motion to that effect and it passed with 9 in favor, no opposing nor abstaining.

**DVP ACTION ITEM: Consideration of request for \$10,000 sponsorship towards Holiday Event | Armstrong** – Dave and Lori talked about the concept Lori has for a day-night event the first weekend of December. The proposed Holiday Street Fair would take place in the 4-500 blocks and the target price of \$35 would be charged to those attending night events. She suggested we purchase a tree for the area near City Hall. Q: since the issues surrounding last year's event at the Mission, has anyone spoken with the Mission yet? A: no. Discussion. Christy would like to see a proposal in writing before she is confident in voting for something like this. Jerry agreed. The Finance Committee has discussed this and we do have the money. Lori said the monies would go towards decorations for the event, not paying for the event itself. Lori said she would put on the street fair and events. Kathleen would work as liaison between Lori and the City. Suggestion to ask for corporate sponsorships to offset costs. Clarey noted that Lori does an excellent job putting on events in general, but his concern is that we tend to forget the outlying blocks (200 and 700). Greg noted that at the Finance Committee meetings earlier this year, sponsoring this event was indicated as a top priority for 2010. Zoe suggested that the \$10,000 be under the control and direction of the Design Committee, working with Lori. Christy moved and Greg seconded that the Design committee put together a proposal and recommendation to bring to the board regarding the holiday event. Q: Is \$10,000 the total we have to spend? A: yes, it's coming from our Special Events budget line. We had talked about adding lighting. Out of that \$10,000, we need to make sure it includes the putting up and taking down of the Holiday Street Banners, already set in motion. Cheryl noted that the Mission is a major part of our downtown and hopes we really go out of our way to engage their representatives. Kathleen offered to speak with Father Michael to let them know we support the Mission's mission and hope to coordinate with them going forward. Lori said the target date is December 4<sup>th</sup>. The next Design committee meeting is scheduled for the 3<sup>rd</sup> Thursday in October, but it may need a special meeting before then to go over ideas. Clarifying the motion, the Design Committee shall work with Kathleen to come up with recommendations for a \$10,000 special event budget, subject to approval of the board. Motion passed DVP with 9 in favor, no opposing nor abstaining.

**Executive Director Report | K. Eriksen** – Kathleen gave her first ED report, inserted below, for activities reflected 8/16 – 9/22. They included the following:

#### Economic Restructuring

1. Updating business listings, email addresses and phone numbers via phone, internet, and on-site evaluations of Downtown Businesses (ongoing).

Reviewed the following documents:

1. Retail & Office Market Analysis
2. BID Management District Plan
3. Memorandum of Understanding between DVO and City of Ventura
4. Downtown Specific Plan
5. City Janitorial Contract
6. Watermark Hotel & Residences Development Plan

#### Marketing/Communications:

1. Re-activated DVO Face-book page from 20 Active Users to 57, From 371 Likes to 384, From 0 Wall Posts to 28 and from 19 Visits to 160
1. Contracted re-design for new website / Sent in corrections for current site
2. Sent two event surveys on behalf of City: Pride Parade & Beer Festival
3. Designed "friendly" parking violation insert for first time offenders
4. Radio Interview on KKZZ
5. Contributing author, co-coordinated production & distribution for summer newsletter
6. Visited 13 new businesses that have opened within the last three months
7. Working with the Organization Committee to coordinate DVO Annual Meeting
8. Working with Promotions Committee to coordinate a 4th Quarter Advertising Campaign
9. Email solicitation to downtown restaurants encouraging participation in Ventura's Restaurant Week

#### Clean & Safe:

1. Facilitated inventory of burned out festival lighting (swag lights) downtown. Two reports were submitted to City.
2. Adjusted power washing/tenant scrubbing sidewalk schedule to start upon receipt of City Tenant Scrubber. Increase frequency to five times per week, up from twice a week.
3. Solicited committee recommendations regarding art bike racks downtown.
4. Working with design committee to finalize contract for downtown lighting program.

5. Working with design committee on holiday decorations to include banners and merchant flower (poinsettia) pot program.

Administration:

1. Setup office with furnishings/new equipment/software/supplies
2. Adjusted meeting schedules and member listing for boards/committees
3. Sent meeting reminders boards/committees as required
4. Staffed all committee/board meetings (14 total)
5. Email & Constant Contact solicitation for volunteers to assist downtown visitors with parking meters.

Meetings/Appointments:

1. Third Thursdays
2. Merchant Meeting
3. Joint Finance/Promotions Committee Meeting
4. Executive Committee
5. DVO/DVP Board Meeting (2)
6. Prosperity Council (2)
7. Promotions Committee
8. Restaurant/Bar Meeting
9. Finance Committee Meeting
10. Economic Restructuring Meeting (2)
11. DVO/DVP Restructuring & Sustainability Meeting (2)
12. Design Committee
13. CAUSE Luncheon / Marni Brook, Montecito
14. Organization Committee Meeting
15. Rotary Club (Barbara)
16. Best of Ventura Celebration
17. Chamber Economic Development Forum
18. City Council
19. Downtown Action Team
20. Ventura Visitor & Convention Bureau Staff
21. Corporal John Snowling, City of Ventura
22. Mark Hartley, The Fitzgerald Hartley Co
23. Eric Wallner
24. Patrick Mullins, Celtic Carma Salon
25. Jason Collis, Jonathan's
26. Lori Moll, Board Member
27. David Comden, VC Reporter/Ventana
28. Greg Smith (3), Smith-Hobson LLC
29. Jerry Breiner (3), Realtor
30. Kevin C. McGillivray (2), Buena Consulting Group
31. Kelly Flanders, City of Ventura
32. Ann Flower, PR
33. Daniel Brady, Landscaper
34. Seana-Marie Sesma, The Wine Rack & Ace-ana Promotions
35. Jeff Smith, Smith-Hobson LLC
36. Doug Wood, Crowne Plaza Hotel
37. Clarey Rudd, Bank of Books
38. Philip Horowitz, Certified Folder Display Service, Inc
39. Bret Weber(3), SGI Program Manager
40. Denise Sindelar, City of Ventura
41. Sid White, City of Ventura

**VPD Report | D Wilson** – Commander Wilson noted that installation of the meters is the big news, and it's going fairly well just a few small issues. There has been a little vandalism but not much. Command staff and cadets are out in force helping people with using the machinery. Feedback has been very positive with very few complaints. Strangely enough, the complaint they have heard more often than not the past two weeks is there are too many cops downtown. The most fervent of issues is lack of employee parking, and the question came up: is there any way to get any additional security with parking funds? Dave noted that increased revenue will allow the district to book more cops. VPD has scrambled in the past few months to hire incoming cadets and train them. If there are issues regarding quality of the cadets' work, it should be noted to him. He noted that in the past couple of weeks there has been much less panhandling. Q: What is the status of the Goodbar assault last week? A: Dave knew nothing about it and will follow up with dispatch.

With the increase in crowds and the decrease in vagrancy issues, there have been some significant bar fights. Dave was asked if we could get stats/trends on calls for service. He said he can get them for us.

**SGI Report | B Weber** – Bret showed us a handout of the last month’s reporting, regarding clean and safe issues. He noted that shopping carts are being stored at the Senior Center for pickup by the company that is getting paid by the City to do this. Suggestion was to get reports on how many are being picked up by SGI and how many by the Cart Retrieval company. Bret said he would get the names of repeat offenders to Peter Brown. Kathleen said she would get together a handout about the Snapshot program, so SGI can hand it out to merchants and the public.

**Announcements** – Dave A noted that the public meeting regarding citing of emergency shelters in the City of Ventura takes place next Tuesday; all are invited to attend and participate. Christy suggested that interested parties check out what other cities have done to comply with the State Law, as Ventura’s planning commission is suggesting something that is different. She noted that Pierpont CC voted to suggest M1, M2, MPD, C1 and C2 zones should only be used for this purpose. Dave said he will agendize for our next board meeting a vote by DVO on this subject. Eric mentioned that the Downtown banners are now up and suggested all take part in the Restaurant Week promotion. Mike asked about any updates to the prosperity Council. Dave reported that the Live Local joint marketing effort is the latest in a series of attempts to create some kind of concrete, measurable concept to gauge the integration success of the Prosperity Council’s efforts. The pedicabs are in business, working all over town. The lease for the Senior Center is almost complete, perhaps to be finalized within the next few weeks. The tenant scrubber is now located there. Sid mentioned that proposed ENA for the parking lot behind the theater is coming to Council in October. Staff is recommending going with the Watermark Lofts. Discussion. Cheryl noted that the spring 2011 theme of the music festival is “folk music”, and wanted to see if there could be some combined effort on the part of DVO and the VCB in regards. Perhaps a spring kick off, could work, Kathleen offered to work with the three entities to help coordinate.

**New Business** – On November 6, the San Buenaventura Conservancy will putting on their SOUL TO SOLE tour of historic downtown churches.

**Public Comment** - none

**Meeting adjourned at 10:47 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010**

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