



**Minutes of Board of Directors' Meeting  
January 14, 2009  
Affinity Bank Conference Center**

**Directors present:** Chairman Dave Armstrong, Secretary Jerry Breiner, Vice Chair David Comden, directors Ed Warren, Doug Wood, Jim Rice, Maria Fiore, Seana Weaver, Zoe Taylor, Christy Weir, Cheryl Heitmann, Clarey Rudd, Mark Hartley, Lori Moll, Lucas Johnston, Jim Luttjohann, Tom Wood and Jennifer Livia.

**Directors absent:** Jason Collis.

**Other attendees:** DVO Executive Director Rob Edwards, Debora Schreiber, Sid White (City of Ventura), Dave Wilson (VPD), Marni Brooks, Barbara Evans, Barbara Asbell and Kevin Clerici.

**The meeting was called to order at 8:35 a.m. by Chair Dave Armstrong.**

**Approval of previous board Minutes** – It was moved and seconded that the 12/17/08 board minutes be approved as written. Passed.

**Presentation** – Dave Armstrong gave a presentation on the proposed Edgewater Complex, a consideration of development at the corner of California and Harbor, along the south side of Harbor between California Plaza and the Pier. AREA/HVC are partnering to bring a mixed-use project at that site and will be bringing their plans to Council later in the month. Dave described in detail the plans, the overall scheme of design, stating that the City owns the parking garage, somewhat occupied, though it is undergoing problems with repair and maintenance. The concept is to build a waterfront in Ventura, something many of our citizens and politicians have discussed for many years. Uses would include a conference center, parking, commercial and retail as well as some residences or hotels. Time frame for beginning the project could be 5 years off. Discussion. Zoe asked Dave to give his presentation to the Chamber.

**Old Business | Executive Committee Report** – None.

**PBID Update | Executive Director Rob Edwards** – Rob updated us with the great news that we have reached 49.99% in hand, the petitions having gone out only 41 days ago. Doug Wood handed in the Crowne Plaza's petition at that time (for 3.25%), bringing us over our threshold of 50% by a little. Applause. Rob spoke with our consultant just yesterday who was astounded that we had received so much input so quickly. The steering committee will be meeting soon to address missing names/phone numbers and creating assignments to get the remaining ballots in.

**Committee Reports**

- **Economic Restructuring Committee Report: Dave Armstrong** – Dave noted that the Welcoming Committee and the Fashionista concepts are moving forward. He is also working in committee with the VVCB to facilitate a welcome to conventioners package concept. The main push of the committee this year will be office retention and development as there are many existing 2<sup>nd</sup> floor spaces used for offices that are underdeveloped. The broker showcase lunch is being considered by the committee, along with sponsorship by the Watermark. Zoe noted that there are 3 tenants in the incubator currently with another 4-5 to move in by end of March. Jim Rice reported that the Restaurant Committee will be meeting next Tuesday.
- **Design Committee Report: Lori Moll** – Lori and Rob gave a combined report on the latest from the Design committee. Discussion followed on lighting and the concept of uplighting as opposed to "lighting" in general. The committee will be floating a list of "dark" spots in the downtown to identify problem/target areas to increase light coverage. Q: is there a way to encourage the City to fix broken or non-effective lighting? A: It is an Edison problem, any situations like this should be addressed to VPD. This walk thru to address the darker areas will also focus on bushes and trees that need trimming, as light can't penetrate these too easily. Sid noted that the \$300K in RDA funds for lighting is designated as upgrades to the electrical boxes, outlets and lighting. The city

engineers will be looking at the electrical situation in the tree wells as part of the study to ascertain what needs to be done. Sid strongly recommended that DVO bring a plan forward to address the \$300K within 30-60 days to coincide with the engineer's reported findings. Design/DOT priorities for the year include this very important aspect of the downtown, and we will be discussing at our next meeting on Tuesday. The results will be brought forth to the DVO board Feb 11 for voting.

- **Organization Committee Report: Rob Edwards** – Have not met recently, Rob will be meeting with Lucas on the subject of chairing that committee. Cheryl will research the appointment scenario in the bylaws to confirm that Dave can appoint Lucas to the position.
- **Promotions Committee Report: David Comden** – David said the merchant briefing of a day ago was well attended with over 30 merchants showing up. The City Cultural Affairs Department were in attendance talking about the upcoming Artwalk scheduled for April 25-26. Some businesses are moving in and out, Redbrick Gallery moving across the street in to the former Link location. There will be a sidewalk sale in a couple of weeks and the committee is working on a calendar of local events. In discussion, Christy noted that the City has now designated another two people to work in Code Enforcement, which should help with a number of issues downtown, signage being one said Jerry. Mark spoke about an event he is working on for June 28, as the Warped Tour and the premiere of Endless Bummer arrive simultaneously. The concept is to bring the tour downtown for a few hours, with a number of the film's bands playing at our local clubs that one night. Discussion.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry gave a brief update on progress at the committee level, though there have been no meetings of late. Most of DOT's list is on the DAT's list, and as always he will be bringing updates to the board from that. He stated that the meters' installation is now a matter of time, not if but when, and the Parking Advisory Committee's makeup is being considered by staff and Council. Jerry also noted that he, Christy and Rob are working on magazine rack design and creation and will be bringing concepts to the board once we have them in hand.
- **Executive Directors Report: Rob Edwards** – Rob noted that all committee chairs are to get their years work plans in to either Dave or himself. He attended the City staff training seminar on "budgeting for outcomes" last week. February 27<sup>th</sup> the State of the City report will take place put on by the Mayor and the Chamber. He also said that the Ultimate Boarder may be looking to have the entire event this year downtown, talks ongoing. His midyear review is now due, and he suggested the Exec committee get together for that. New banners are being addressed by Rob with Santa Barbara Bank and Trust, a relatively new player to the downtown. There is a new bookkeeper DVO will be using, currently also doing the VVCBs books. He is also working on adjusting the festival lighting strands asap. Rob also suggested that when we get closer to the PBID vote that we get an updated Baseline Services list from Sid, to make sure that – post budget cuts at the City – we are not under- or over-valuing our commitment. Discussion. The recycle bins are being returned for new ones, and he finished by mentioning the public art installation slated to take place in the mini-park, at the City of Ventura's Cultural Arts Department hand. We discussed the design, and once we have a graphic will share with the board for input.

**New Business** – None.

**Public Comments** - None

**Meeting adjourned at 10:20 a.m.**  
**Respectfully submitted, Jerry Breiner - secretary**