



**Minutes of Board of Directors' Meeting
January 28, 2009
Affinity Bank Conference Center**

Directors present: Chairman Dave Armstrong, Secretary Jerry Breiner, Vice Chair David Comden, treasurer Greg Smith and 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, Jason Collis and Jennifer Livia.

Directors absent: Tom Wood.

Other attendees: DVO Executive Director Rob Edwards, Debora Schreiber, Sid White (City of Ventura), Dave Wilson (VPD), Marni Brooks, and Eric Wallner (City of Ventura).

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

Announcement – Deborah Schreiber announced a breakfast meeting the board is cordially invited to, to get an update on the status of the 10-Year Plan to End Homelessness in Ventura County, to take place Monday morning at the Wedgewood Room. She handed out invites.

Approval of previous board Minutes – It was moved and seconded that the 1/14/09 board minutes be approved as written. Passed.

Presentation – Dave introduced Eric Wallner, City of Ventura Cultural Affairs Department, who came to give an update on his department's interaction with the DVO and downtown in general. A PowerPoint presentation on cultural affairs was first presented and a question and answer session followed. Eric said the DVO is being asked by the City to be actively involved in giving input and advice on cultural event issues in the downtown, and he urged anyone interested in voicing their opinion to get it to Rob for inclusion at DAT meetings. Discussion followed on how that can easily be done, the most important facet of being actively involved being brought in to the "loop" of decision making. DVO can act very strategically as the central downtown clearinghouse for the City, as noted in the Downtown Specific Plan of 2007. Though it is difficult to understand how DVO has not been in the loop very effectively to date, if there is a will by both the City and DVO (which there is), then there will be a way to work together. Discussion. Q: With the deficit being increased might there be additional cuts made to staff? A: The City is looking to redesign/re-engineer the way things are done, to better maximize funding at this crucial time. Simplification could help immensely, and bureaucracy tends to get in the way, Eric said. Mark Hartley noted that in the permit process alone, there is massive misdirection and duplicity of effort. He met with Elena Myles about policy changes to help film and music producers streamline requests for permits and to get a reasonable path. Promotions committee has asked for a budget from the city in regards Artwalk and Street Fairs, to see if there is a better and more efficient to maximize the funds necessary to pull those events off. Zoe mentioned that there is a meeting today @ 4:00 at the Chamber to discuss items such as this, and urged anyone interested to attend. Perhaps the Restaurant Committee can set up a protocol to have festivals/events brought to them first. Discussion.

Old Business | Executive Committee Report – David Comden reported that the Executive Committee has met once to discuss Rob's progress report and evaluation, the results should be available within 2 weeks.

PBID Update | Executive Director Rob Edwards – Rob updated us with the latest timeline report, still waiting to get in-hand the remainder of the 50% threshold votes. Sid asked Rob to make absolutely sure the consultant is proactive to getting the ballot out and to bring the proposed contract to the City Attorney now for review. The monies could begin in July, as the source of income is very reliable. Q: is the internal timeline or goal? A: yes, 60% committed is our goal, even more would be better. Rob will provide a list of the missing ballots to the board via email. Suggestion was to assign names to board members to call or contact them. Sid suggested asking the consultant for a backwards timeline to share with the board, so we will know the dates we need to meet milestones by. Discussion. Rob said he is putting together the 501C6 application

currently and will have it ready when the time comes, asking for a consensus if the name DOWNTOWN VENTURA PARTNERSHIP was approvable. Consensus was it was approvable.

Election of New Committee Chairs – Jason has offered to interim chair the Organization Committee until Lucas is up to speed and Lori has offered to Chair Design. Motion and second to approve both appointments. Passed

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** – Dave noted that the committee did not meet last week due to the Inauguration Ceremonies but there has been motion. Downtown Works, the new business development plan being worked on by the committee, is moving forward with participation from Sid White and Paul Capra. Christy noted she met with the US Census People about leasing space downtown while the new census takes place. Jim noted that graffiti etching took place just recently and had the name of a graffiti remover who will be giving a 20-25% discount to downtown businesses for his services. Rob reminded everyone that when he sends out press releases, it is important to not only read them but comment online with downtown-positive statements. Jerry reminded the board that we have a Communication Policy which prohibits anyone from speaking on behalf of the DVO unless designated to do so by agreement. Discussion. Dave also noted that the committee continues to work on a downtown broker open house, to take place at Watermark, where interested brokers and their parties can mingle and see what is available, to network and make connections in a first-of-its-kind gathering. The Restaurant committee noted that an additional 10 radios have been purchased, multiplying our connections between bars and restaurants downtown.
- **Design Committee Report: Lori Moll** – Lori noted the committee did not meet last week due to the Inauguration but is moving forward on issues. These included lighting issues, where the committee is charged with noting the darker areas downtown to get to Mary Joyce-Ivers in public works, to see if we can get better, brighter or more visible lighting. Lori showed the proposed mural drawings that are going to be displayed in the Mini-Park and the board discussed them and their potential public response. Jim Luttjohann suggested that interpretive materials be displayed along with them, to help those who only see the art perhaps better understand the artist and their take on the art. The process to choose these murals was done by the Cultural Affairs department in conjunction with Ventura Unified School District and without any input from DVO. The art was created by M B Henrahan via suggestions by the school children of Providen School @ Juvenile Hall. Discussion. There is concern from a number of board members that the images are not appropriate for downtown, and not in keeping with a pleasant shopping experience. DAT to address what happens if there is an uproar from the community. Q: Is it a done deal that this particular display will be put up there? A: Citywide park programming needs to be addressed (*sec.notes: there was no answer to the question*).
- **Organization Committee Report: Jason Collis** – Jason met with Lucas briefly and will be bringing him up to speed. Scheduled meeting dates are the 1st and 3rd Wed of the month @ 9:30am @ HQ. They discussed the Beach Ball and volunteer recruitment issues. A suggestion was made for a "Meet the DVO" regular traveling happy hour, with one or more board members and Rob visiting various downtown locations. Discussion.
- **Promotions Committee Report: David Comden** – David said the committee met yesterday and is working on the schedule for the year which he will send to Jerry for inclusion on the website. Dave would like to see more programming in the minipark as well as animating all of downtown's parks and green areas. Discussion on the idea of creating signage at the fairgrounds to direct people downtown. Interaction with Fair Board? Discussion. Jim Luttjohann mentioned that he is completing a package to get to National Geographic Explorer for an upcoming issue. We discussed the idea of having a Ventura Film Commission, paid for by TOT at the hotels, as a liaison between the city and the film community. Sid said he will be going to Vegas for the ICSC show again in the spring and would like to have a downtown display to take with him. Jerry noted that after the Swordfish debacle of 2001(?), the DVCC and the City created the position of Film Liaison, appointed by the City when a film is to be shot downtown. The liaison's job will be to interface with the public on problems and issues surrounding the shoot. Discussion about how to work this in to the suggestion about the Film Commission.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry gave a brief update on progress via DAT. Christy said there have been the beginning of talks between Mark Hartley, Dan Frederickson and the property owners of the alley behind the south side of the 500 block, in regards to redesigning the alley. Next week Design will check out lighting and give their response to Jerry for DAT. The concept of ordinance changes regarding public drinking was raised, as Moorpark has just passed a new ordinance that doesn't require the arresting officer to see the drink being consumed. Jerry also gave an update on DAT and the website.

- **Executive Directors Report: Rob Edwards** – Rob reported that Ultimate Boarder will be at the Fairgrounds this year, as the permit fees and regulations to put it on downtown were too much for the promoter. Rob made a valiant effort to get them to put on the show downtown, but in the end the bureaucracy, noted above in these notes, was the main reason they chose to put it on at the Fairgrounds. Still, Mark Hartley is intending to put on an evening event during the Warped Tour, featuring bands from the film performing at local venues the night of the tour. Rob suggested that we have a Spring Cleanup the weekend before the Artwalk: Jerry to coordinate. He also asked for committee updates/reports for the next newsletter, due soon. Rob reported that, due to some input from various merchants, some loading zones will be returning to Main Street, having been blown over when the streets were repaved. Seana asked if there was any news on the parking space in front of her place. Suggestion for the proposed Film Office to live in the VVCB offices. Committee plans are due next board meeting, suggestion to use past accomplishments as a starting off point.

New Business – Christy noted that it was disheartening to hear at Council's Monday night meeting that people from the East end still believe Downtown is not as safe as their neighborhood. Discussion. Dave Armstrong noted that Studio Channel Islands, who were looking at relocating to downtown, have decided on downtown Camarillo. Fashion Week Is next month 2/25-28.

Public Comments - None

**Meeting adjourned at 11:05 a.m.
Respectfully submitted, Jerry Breiner - secretary**