



**Minutes of Board of Directors' Meeting
February 11, 2009
Watermark Restaurant**

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, Lori Moll, Lucas Johnston, Jason Collis and Jennifer Livia.

Directors absent: Tom Wood, Mark Hartley, Jim Luttjohann.

Other attendees: Debora Schreiber, Sherry Cash, Dave Wilson (VPD) and Barbara Asbell.

The meeting was called to order at 8:30 a.m. by Chair Dave Armstrong.

Approval of previous board Minutes – It was moved and seconded that the 1/28/09 board minutes be approved as written. Passed.

Old Business | Executive Committee Report | David Comden – Dave Armstrong noted that in future agendas the Executive Director's report will be made earlier, as we have a number of merchants who need to open their stores and often miss the end of our board meetings. David reported that Rob sent in a note from the California Downtown Association, where he is attending a conference, that he was elected vice chair of the state association. David also discussed the concept Rob had brought up about Loyalty (or affinity) cards, wherein participating downtown associations and their merchants can use these cards to get discounts in other cities that are part of the California Downtown Association. We have also won another ADDY award for promotion and branding of our downtown. Finally, it appears we need to put the word out for a new web design volunteer, as the one we were working with is not going to last.

Announcement– Jen gave an updated announcement about Fashion Week (Feb 25-28) is set to go with a number of entertainment events and promotions, as well as having sponsorships in hand and already set up. She has also had a number of donations in hand from some DVO merchants as well. Discussion.

PBID Update | Dave Armstrong – Dave reported we have not had any news petitions returned since last report, and though an updated Excel spread sheet was emailed to all, it was/is unclear exactly what we do have and what we don't have in hand. Dave will be honing this spreadsheet with Rob this week to get the true assessments and assignments. Greg reported he has met with Ventura Realty and has been told they will be signing, though their signed petition is still not in hand. (Cheryl spoke with Jack Wood about the petition, and though he is a board member of Ventura Realty, he told her it was up to Tom.). Rob has submitted a schedule to Mabi and Sid, and the board is waiting for next steps.

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** – Dave noted that the committee is currently getting bids on the design for the DOWNTOWN WORKS brochure and promotional event at the Watermark. David Comden said he would submit a quote for the production work. Watermark is waiting on the date to book, but it was agreed that a target date of March 30 is a good one. Discussion.
- **Design Committee Report: Lori Moll** – Lori noted the committee is presenting two documents for endorsement this morning. The first is the lighting grid of areas that need attention, in terms of new lighting, upgraded lighting or repaired lighting and safety/security issues. We did not go to the Harbor structure, as we all agreed it needs attention in every way, she said. Dave said we need to get to Sid what we all agree on, and this document is the start. Long discussion on map handed out. Dave also noted the meter fees can help pay for lot lighting, once they start making money. Discussion. Consensus was that the board agrees that parking lot lighting is priority #1, especially on the north side of Main along Oak and Chestnut. Consistency in lighting lumens and color is necessary as well, all thru the downtown area. David mentioned that the light directly in front of

Winchester's might be a good one to emulate in terms of lumens and color. Jerry will edit lighting grid and add notes for delivery to Sid's office. There was a motion and second to accept the grid as to be edited. Passed. Lori next showed us the suggested newsrack design that the committee has come up with, using input from each of the committee members as well as the members of the team that put together Santa Barbara's State street project. She noted that some of the racks are near seating a/o trash/recycle bins but none incorporate all together. Discussion on the lottery/permit system publishers might use. Motion was made to approve the design was made and seconded. David Comden has enormous expertise in this area and asked about what the master implementation plan will allow per block face? Discussion. Dave said in his realm, the cost per space is approximately \$200. Christy noted it is now on the DAT agenda and perhaps David should be invited to the next meeting. The questions he would want to know are: (1) who pays for the design/fabrication/installation? (2) What is the fee per unit? (3) What is the mechanism per publication to get in these, if they will be the de-facto racks downtown? He suggested creating a map, prior to the meeting, to show where they would probably be installed. Jerry will send along to the committee and David for input. We agreed the theme should be coordinated with the existing benches and soon-to-be installed recycle bins. Vote approved the design.

- **Organization Committee Report: Jason Collis** – Jason met with Lucas and Rob last week to go over committee priorities for 2009 which he handed out. They will be meeting the 1st and 3rd Wednesdays of the month, 9:30am @ HQ. Discussion. Greg gave a brief accounting from the finance subcommittee. We have moved to using Janet Babcock for our bookkeeping and we are transitioning to using QuickBooks online version, so Janet and Greg can have access from anywhere. A new tax preparer is being hired to do our 2008 return and audit review. Discussion. Motion was made and seconded to approve. Passed.
- **Promotions Committee Report: David Comden** – David said the committee had not made much progress this last two weeks with all that David and Jen have had to do in preparation for Fashion Week. Contacts for block captains have started. The Ojai/Ventura Film Festival has an event they are trying to get support for at My Florist and they have been putting some pressure on David and DVO for their success. Discussion. Kathleen, Rob and David have sent out invitations with little response to date. Last years' request to DVO was for funding sponsorships and other fundraising opportunities thru our merchants though the timing this year seems quite off base, due to the economy. David believes there is a good reason to have both film festivals, as they embrace different demographics (international and local), though he believes this event may be a litmus test to see if they proceed and do their festival in the fall. Discussion. Zoe said the festival management had approached the Chamber for an endorsement but in her eyes it seems lot less of a partnership and more of a charity. They have not joined the Chamber to date. We all agreed that, as a downtown event, we should publicize it as there will be food, drink, and entertainment at My Florist. Dave will direct Rob to put it on the website and DVO can support any of the events associated with it by helping to bring people downtown.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry gave a brief update on progress in committee. He noted that DOT met last week for a presentation on the AVT transport system, invented in Thousand Oaks. A handout of an endorsement letter was circulated, edits were made, and a motion to approve the edited version was made, seconded and passed. Sherry Cash gave an update on the upcoming ONE CITY ONE WEEKEND ONE FUND event taking place this weekend around downtown with a culmination Monday from 1-3 at My Florist. The funds go to emergency housing to help people stay in their house temporarily. Last year 30 families were helped by this Homeless Prevention Fund, initiated by Cindy Cattle of Steve Bennetts office at the County. Jerry also handed out a list of the merchant names currently on the website for input from the board members as to who is still here and how has moved out or in.
- **Executive Directors Report: Rob Edwards** –Rob at conference, updates included in Old Business above.

New Business – David Wilson reported that funding for the downtown foot patrol ended in December but VPD was able to keep the guys on the street until the end of January. Their intent, as always, is to find permanent funding to get police presence back downtown on a regular basis. Christy noted in reference that Tuesday night's upcoming council meeting will be about the budget going forward and public safety is on the line. It was suggested that any of the board members who can chime in via email or in person should do so, in that our city's number on priority, by consensus, is public safety. Other items that will be discussed include a sales tax measure. Christy reported that her State of the City address will take place at 6pm on the 23rd up at City Hall Council chambers. All are invited. Dave reported that the Edgewater proposal and the Harbor/Seaward projects have now been approved for exclusive negotiating rights with the City for a few years. He also reported that all future projects at the Elks/Project Encore site will involved the food-share program. Jason reported that Panomatics have done a presentation for a number of merchants to see if they may be interested in participating in a downtown-wide virtual tour at the cost of \$300/each.

Public Comments - None

**Meeting adjourned at 10:30 a.m.
Respectfully submitted, Jerry Breiner - secretary**