



**Minutes of Board of Directors' Meeting
February 25, 2009
Affinity Bank Conference Center**

Directors present: Chairman Dave Armstrong, Secretary Jerry Breiner, Vice Chair David Comden, and directors Doug Wood, Maria Fiore, Zoe Taylor, Christy Weir, Cheryl Heitmann, Lori Moll, Lucas Johnston, and Jennifer Livia.

Directors absent: Tom Wood, Mark Hartley, Ed Warren, Clarey Rudd, Jim Rice, Greg Smith, Seana Weaver, Jason Collis and Jim Luttjohann.

Other attendees: Executive Director Rob Edwards, Sid White, Barbara Evans, Marni Brook, Bill Weirick and Barbara Asbell.

The meeting was called to order at 8:37 a.m. by Chair Dave Armstrong.

Approval of previous board Minutes – It was moved and seconded that the 2/11/09 board minutes be approved as written. Passed.

St Patrick's Day Parade | Jerry Breiner – Jerry spoke about the upcoming parade, set for Saturday morning March 14 and asked if there might be a consensus from those present that DVO could find committee funding for a sponsorship and/or entrance fee. A number of board members said what a wonderful community event it was and how great it would be for DVO to show support. Consensus was to direct Rob to find \$250 in the budgets for a sponsorship and to enter DVO as a bonafide parade entrant. Jerry thanked everyone for their enthusiastic notes and invited everyone to participate (note: Jerry will once again be co-hosting the parade with Tim O'Neil and will be live on local cable).

Old Business | Executive Committee Report | David Comden – David reported that the executive committee met and gave Rob his updated evaluation. Rob will be delivering his own work plan for the year to Dave and Dave.

PBID Update | Rob Edwards – Rob has now delivered the 50%+ to the city clerk and they are working, along with our consultants, on next steps. We plan on going to council 3/23 to ask council, as a consent item, to create the ballots and give their vote in favor. We reviewed the schedule, and Rob noted that the steering committee will be working on the contract with the City over the next few weeks, to determine our scope of services. The board's role is to continue to call for returned petitions, and assignments were discussed. Our deadline for the contract to be in is May 11, and we have very little wiggle room at all. We discussed the need for positive press prior to the vote at council. Zoe asked if we need to speak to council at this point? Christy responded by saying that we probably don't need to, this is a private sector initiative and as we already have a near-unanimous vote to petition it would best to allow things to take their natural course. Rob reported that the California Downtown Association conference went well, he was elected to the position of Vice Chair for the state (applause). He attended an all day event on RDA funds and how they can be used; he will be bringing ideas by the board from time to time. He also reminded the board that we will need certification to gain National Trust Main Street credentials, and to achieve that will require each of the committees to take and keep notes, minutes and agendas. To that end, Dave announced that DVO will be soon able to upload and view documents and calendar info on line at docs.google.com. More info to follow.

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** – Dave noted that the committee is seeking the Restaurant subcommittee to act as the defacto point of "donation contact" for any group looking to stage an event downtown needing donated food items. Downtown Works is now getting some feet, slated for March 30 @ Watermark 4-6pm. Economic development will be participating. David Comden has agreed to put together an 11x17" brochure. Discussion.
- **Design Committee Report: Lori Moll** – Lori made a note to thank Rob for all his dedicated work over the past few months, helping to keep the committee focused and picking up the pieces until

the committee was able to get back on track. Currently we are working on contacting various publication's publishers or points-of-contact to deal with the newsrack situation. Plan is to have David Comden speak to the committee next week at our meeting.

- **Organization Committee Report: Lucas Johnston** – Noting that the committee is now charged with a few things of immediate concern, including the next newsletter (please board members, we need articles!) and the reformed regular seminars. The committee would like to have a regular monthly “get to know the DVO” mixer at rotating locations downtown. Discussion. They will be meeting the 1st and 3rd Wednesdays of the month at 9:30 @ HQ. Zoe, noted that economic development will be putting on a TOOLS FOR SURVIVAL AND GROWTH seminar at City Hall from 8-12noon on the 25th of the month. All were urged to attend.(NOTE: This conflicts with the board meeting that day)
- **Promotions Committee Report: David Comden** – David said the committee met yesterday to discuss Artwalk and its future. Hopefully DVO will be allowed and able to continue in the renaissance of this most important downtown function, and discussions are ongoing with Robin Elander. There is funding now only for the Spring 2009 Artwalk (appx \$60K each event), and that is the focus of these ongoing discussions. David is also continuing talks with the Fair Board about cross promotions between the Fair and the Downtown. One possible funding source would be alcohol sales, as they tend to drive such events when other funding is unavailable. If anyone has comments, please forward them to David or Rob.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry gave a brief update on progress at DAT.

New Business – Christy mentioned that CSUCI wants and may have a spot downtown for their gallery. Cheryl noted that Musical Chairs continue their cross-county tour. Jen mentioned that Fashion Week starts tonite across downtown with the Candlelight and the Improve being the first two venues. Dave mentioned a YogaThon at Project Encore will be raising money with a small entrance fee. He also noted that there are ongoing discussions, public ones, on the future of parking structures in the 200-400 blocks and urged anyone to attend.

Public Comments - None

**Meeting adjourned at 10:05 a.m.
Respectfully submitted, Jerry Breiner - secretary**