



**Minutes of Board of Directors' Meeting
March 11, 2009
Affinity Bank Conference Center**

Directors present: Chairman Dave Armstrong, Secretary Jerry Breiner, Vice Chair David Comden, and directors Doug Wood, Zoe Taylor, Mark Hartley, Ed Warren, Christy Weir, Seana Weaver, Jason Collis Clarey Rudd, Jim Rice, Greg Smith, Lucas Johnston, and Jennifer Livia.

Directors absent: Tom Wood, Maria Fiore, Lori Moll, Cheryl Heitmann, and Jim Lutjohann.

Other attendees: Executive Director Rob Edwards, Sid White, Barbara Evans, Taya Pocock and Daniel Huber (Panomatics), Mark Rasmussen and Phillip Wright (California Music Fest).

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

Announcement of congratulations – Dave made note of the fact it was Rob's birthday and the board presented him with a gift certificate and heart-felt thanks for a job well done.

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

Old Business | Executive Committee Report | David Comden – None.

Executive Director's Report | Rob Edwards – Rob reported that we are on track for the March 23rd consent item at Council. We will be asking the City Clerk to accept the petitions and asking the ballots then be sent out. Counting of the incoming ballots should then take place on or around May 11th. A meeting will take place in June to discuss the new contract, between the newly formed PBID Board of Directors and Sid White's office as well as various department heads who may be affected by the new arrangement. After a meeting in the past couple of weeks, Sid noted that the City Attorney only had some minor concerns. The RDA will pay back a portion of its loan to the City so the PBID's funds actually originate from the RDA, NOT the General Fund. It is possible, and Sid hopes it can happen, that the contract negotiations and discussions can take place prior to the May 11th date, ready for action. Sid noted that an advance, as opposed to a loan, might be possible, an alternative and easier path to funding. Discussion. Since DVO is the sponsor of the PBID development it is natural and reasonable to assume DVO will negotiate the contract's provisions, even with a blank name for the organization, since it will not yet be formed. Discussion. Jerry asked if any board member was not aware of their individual assignments, and if so Dave and Rob would forward theirs to them. David Comden is working with various real estate agents to help put him in touch with some of his assignments. Mark said the Broadbeach Partners are on-board, just waiting for signature. Rob noted that he has applied for the 501C6 with the Secretary of State and mentioned that we should be thinking about bylaws and the makeup of the new board at this point.

We then spoke of the future of Artwalk, and consensus in the room was that it is and has always been a very viable traffic and income generator for downtown: if there is anything DVO can do to keep it going, we should investigate. David, Robin and Rob met to discuss the future of the event. Q: is there a budget in existence that the board can look at, to get a better idea of the commitment? A: Rob will provide copies of the Artwalk budget via email prior to the next board meeting. David said his committee is handling this issue and welcomes input. Rob noted, at the end, that City staff is now asking about the maintenance of the trash enclosures, as it is their understanding there was an agreement made years ago that the merchants would take care of them. Jerry clarified what he believes to be true about this misconception: that the Downtown Ventura Community Council had preliminary talks with some of the merchants in 2001 and 2002 about the concept. It never went further than those preliminary talks, and there is no written or verbal agreement in place. Further, Jerry noted that there is no downtown trash or recycle plan in existence, and the DVCC (and later DOT) took this concept on as one of the tasks to consider once funding exists. The PBID may be, and should be, the rightful way to address this issue. Discussion.

Rob has interfaced with Lincoln Elementary and City Corps to introduce the two as possible partners in the downtown. Finally, Rob mentioned that a large organization is looking to donate a considerable sum of money for a downtown "green" project and asked us all to consider possible concepts.

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** – Dave noted that the main push this month is the DOWNTOWN WORKS open house on the 30th. The Chamber of Commerce incubator will be featured as a prime example of new office space available. Project Encore has repainted the interior of the Elks Lodge, in anticipation of its use during the Ventura Film Festival 3/26-30. It is currently booked thru June. Q: Is there any way to track activity downtown? A: Not sure how to do that, though some stores and restaurants have used coupons in the past. Discussion. Barbara Evans noted that the Rubicon has used intercept surveys in the past.
- **Design Committee Report: Christy and Rob for Lori** – Discussion centered on the newsrack progress, David Comden sharing the introduction letter that he will be sending out to various publishers for a meeting late in the month. Rob worked on the workplan with Lori, and the lighting map was handed to City Staff at the last DAT meeting. Sid said staff was very impressed by the efforts and the presentation of the grid, and work has already begun to address it.
- **Organization Committee Report: Jason Collis** – Deadline for next newsletter articles is March 27, and Jason reminded the board we need articles. The monthly member recruitment get together will start this month at Charleen's on the 19th from 5-8. Also, this month's quarterly seminar will take place on the 18th 9:30am at HQ.
- **Promotions Committee Report: David Comden** – David said the committee will be holding its next merchant briefing end of month, the goal being to grow the ranks of attendance and involvement. The Ventura County Fair Board has put downtown info now on their marquee, and the parking lot tickets will also have an insert for anyone parking at the fairgrounds to visit downtown. VCB is creating a new handout with a map of downtown which will be funneled to the fair for insertion as well. Discussion. David introduced Mark Rasmussen who is heading up the California Music Fest on the 3-4 of July weekend. The idea is to bring music, art and surfing together in the one place they all meet: Ventura, CA. Discussion.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry gave a brief update on the new lighted crosswalks at Kalorama/Main and Ash/Thompson, should be functioning by end of week. He reminded everyone to come downtown this Saturday morning for the parade, DVO taking part this year for the first time with Rob at the wheel of the DVO-mobile. Rob mentioned that some of the loading zones are being replaced, as they were removed during the long street improvement updates last year. Seana asked if there was any news on the motorcycle spot outside her business, and Christy will follow up with Tom Mericle on that. Jerry spoke of the need, addressed earlier for a comprehensive downtown trash management plan. Discussion.
- **Restaurant Subcommittee: Jim Rice** – Jim gave a brief update on the latest from his subcommittee, noting that attendance is generally growing. Discussion about group efforts to help each other in troubling economic times is part of the discussion each time now, and they are looking at finally getting the group promotions underway. Jim noted that the doormen and bouncers met last week to discuss many issues with the VPD. Discussion. Alcohol sales on the sidewalk is still in motion for discussion, with Café Bella being the current test case. Jerry asked if the County Board of Health uses noise as one of its determinations for outdoor permits, as Café Bella is unique in that they are the only bar-restaurant downtown directly below living quarters. Discussion.

New Business – Zoe reminded us of the Chamber's Economic Workshop on the 25th in the morning, Jerry noting it is at the same time as the next board meeting.

Public Comments - Rob introduced Taya and Daniel from Panomatics, who gave a very brief but helpful reminder about what they do and their plans to have an all-downtown-Ventura panoramic tour available this year. Interested parties should contact them thru their website.

Meeting adjourned at 10:35 a.m.

Respectfully submitted, Jerry Breiner – secretary, 2009-2010