



**Minutes of Board of Directors' Meeting
April 8, 2009
Watermark Restaurant**

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

Directors absent: Tom Wood, Zoe Taylor, Cheryl Heitmann, Jim Lutjohann, Doug Wood.

Other attendees: Executive Director Rob Edwards, Barbara Asbell and David Wilson.

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

There was a low turn-out today, due to the Chamber of Commerce's Economic Development seminar taking place same time.

Executive Director's Report | Rob Edwards - Rob started the meeting out with great news: on Monday the City Council and RDA voted to do three things, necessary for the continuing success of DVO and the PBID's funding. Council approved the ballot to go out in tomorrow's (3/26) mail, they voted "yes" as a City and they also agreed to pre-pay their assessment, if the PBID passes. That would allow the DVO to continue its work under the leadership and guise of the new organization board of directors. The ballots are going out, and we need to get them back in as a group as soon as possible. Question was raised: can we get the list of addresses? Rob spoke, saying that this mailing, because it's a vote, cannot be delivered but can be returned by hand. If anyone knows of a mailing address problem, please contact Rob asap.

Approval of previous board Minutes – It was moved and seconded that the 3/11/09 board minutes be approved as written. Passed.

Special Presentation | Colby Allen (Amgen) – Dave introduced Colby Allen who manages the Criterium Bike Run for Amgen's Ventura County Stage Race, scheduled for May 16-17, 2009. There will be multiple events over a few days, and a number of important ones will take place downtown. He showed us a powerpoint presentation including diagrams and marketing ideas that will help them in this endeavor. The economic impact on our downtown can be huge, and it has made big financial gains to cities who have hosted this in the past. Colby said that, if we can continue to sponsor such an event, the economic impact to the downtown will be immense, with benefits to restaurants, bars, and shops. He is here today to ask for a DVO board endorsement to give promotional assistance and feedback in building up this and next year's race. He suggested the possibility of doing a race later in the year, perhaps aimed more towards the October-December time frame. Discussion.

Old Business | Executive Committee Report | David Comden – David asked that any committee chair give at least 72 hours' notice of a meeting or cancellation of same, indicating that two notices should be sent out to make sure everyone is aware of changes.

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** – Dave noted that next Monday is Downtown Works gathering at Watermark and everything looks really good at this point. Jim Lutjohann added he may have additional contact info in the event Dave or Paul Capra need it. Jim reported the Restaurant sub-committee had another well-attended meeting, focusing on the discussion about possible officer loss in the city budgeting process. They have been sharing info regarding supplies, ongoing training, etc. They have also discussed the upcoming meter implantation by the City with Tom Mericle and gave him some input, including the location and possible relocation of green and yellow zones downtown, adding flex zones where needed. David Comden gave the group a presentation on co-op advertising. Dave reported that the committee also discussed the concept that several retailers will be closing shop next month. Discussion. The

concept of creating a downtown CCR (Covenant, Codes and Restrictions) may be in the offing, as we go forward creating a legal Entertainment District. These CCRs could help in our overall design concepts for the downtown, in terms of regulating/focusing new outdoor dining designs into a cohesive and attractive "downtown" feel. VPD has been instrumental in helping ER and Restaurant committee in this regard with ideas about height, materials, etc, as well as working with ABC to keep everything on track. The next meeting will focus on retail marketing.

- **Design Committee Report: Lori Moll** – Lori met with Daniel, our gardener, last week regarding moving the planters for better locations – she is interfacing with Tom Mericle's staff to coordinate, and it should be done by next board meeting. We are getting ready for the Spring Cleanup April 18, game plan is to coordinate placement of planters and replanting them, along with a general plan to incorporate new seating downtown, bike racks and the newsracks (see DOT below).
- **Organization Committee Report: Lucas Johnston** – Deadline for articles is upon us, please get anything you have in to Jason or Lucas asap. They are currently waiting on the bullet-pointed topics emailed by Rob to the committee chairs. The First Thursday took place last week with almost 60 people showing up, participation from the Junior Chamber of Commerce helping out to a great degree. Discussion.
- **Promotions Committee Report: David Comden** – David said their will be a meeting next Tuesday to bring everyone up to speed. The Spring Merchant Briefing will feature a note regarding assistance from Affinity Bank on possible loan assistance to retailers. 30+ people showed up for the last briefing, and Dave is hoping to recreate that vibe this time. Discussion on Artwalk came up with some general concepts about coordinating future plans for the event thru the DVO's Promo and Org committees but without major financial backing there is not much we can do. Discussion. Robin has asked to pursue public-private partnerships in regards, and we agreed by consensus that DVO is committed to helping make it happen – with a greater partnership there is a greater chance of keeping it alive and keeping it going. Discussion.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry noted that DOT had discussed at length who might possibly be the DVO nominee to the Parking Advisory Board. His committee would like to nominate Rob Edwards as the appointee. Motion was made and seconded, there was no discussion. Motion passed unanimously. There was no other updated.
- **Restaurant Subcommittee: Jim Rice** – See above under ER.

New Business – None.

Public Comments - None.

Meeting adjourned at 10:25 a.m.

Respectfully submitted, Jerry Breiner – secretary, 2009-2010