



**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, Christy Weir and Jennifer Livia.

**Directors absent:** Tom Wood, Zoe Taylor, Lucas Johnston, Cheryl Heitmann, Jim Luttjohann, Doug Wood.

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

**The meeting was called to order at 8:38 a.m. by Chair Dave Armstrong.**

**Executive Committee** – There was no exec committee meeting this month.

**Approval of previous board Minutes** – Since the board minutes were not available for distribution in a timely manner, they were not approved. Those minutes and the current ones will be voted on at the next board meeting.

**Executive Director's Report | Rob Edwards** - Rob started the meeting out by discussing the petition and now the vote on the PBID. We discussed strategies to get votes in. He suggested that if a board member, during a follow up call, discovers that a property owner did not get their voting petition, they can go to the city clerk and sign in-person or pick up a copy. Rob will be emailing the database with board assignments, asap. He next gave a brief update on the Ultimate Boarder and Amgen Bike Race events. Rob reported that the Chamber of Commerce Political Action Committee will be meeting at the Sheraton Four Points to discuss the next City Council election and who to support. Rob also noted that we are now at the stage where the PBID contract needs to be honed, with the participation of the committee along with our consultant, though he has had difficulty getting the consultant to email the document to him. Rob will follow up. Once that is in hand, direction from the City Manager's office will be the next step. All property owners in the district will be invited to participate in setting up the new PBID board. 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 the Downtown Works soiree went well as could be expected, with a fairly large broker turnout. He noted that within 2 months we should have 3 new large-office space deals inked, and that is something we need to tout in the press. Barbara Asbell is working with the retailers in the same manner as Jim Rice is with the restaurateurs. Jim reported that the radios are really working well, the communication is constant and very helpful to both bar owners and VPD. He noted, though, that without the foot patrol there are no police near enough to break up a fight fast enough. It is critical that we manage to get a police presence downtown. Discussion. He also reported that Quinn Fenwick (VPD) and he are tweaking the Outdoor Dining implementation strategy, and suggested that anyone with questions on how it works speak directly with Quinn.
- **Design Committee Report: Lori Moll** – Lori said the planters are at long last being repositioned downtown to better take advantage of seating and open spaces. She said funding issues prevent any big projects with the plants right now, but that can change once we see positive results from the PBID a/o parking revenues, both slated to allow for improvements to the downtown streetscape. She also reported that tomorrow Design and DOT, along with Rob and David Comden, will have their first newsrack meeting for publishers and distributors at Jonathan's restaurant. Finally, Christy mentioned that the people who did the very nicely made wooden signs are now back in downtown Ventura, she has their contact info, in case we see a need.

- **Organization Committee Report: Jason Collis** – Next mixer will take place on 4/16 at Tutti's. Articles are still needed by committee chairs, and there seems to be an influx of volunteers to the DVO cause of late. Discussion.
- **Promotions Committee Report: David Comden** – David gave his update on the Ultimate Boarder event, taking place at the Fairgrounds because it cost too much to do it downtown. Discussion. The attendance at the event this week will most assuredly determine their future. The Amgen Stage Race is approaching, and there will be another merchant briefing next week. David suggested that during the upcoming Artwalk that any vacant spaces have a DVO "Available" sign in the window, anything really, to give the feeling that the economic situation downtown is anything but dismal. He mentioned that the Trueblood building is now vacant, and Robin may have access to it. We discussed the future of Artwalk for a few minutes, and then David ended the discussion by noting that every property and stakeholder in the downtown has an interest in Artwalk continuing, the future based on fundraising options.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry noted that the Spring Cleanup is the morning of the 18<sup>th</sup> and asked all board members present to donate even a little time, just to show support if nothing else. There will volunteers from City Corps, The Junior Chamber of Commerce and the Lions Club there to assist. Christy suggested focusing on cleaning up the lots, since the streets are actually looking pretty good. The Bella Maggiore has asked the City, and the City has agreed, to stop sweeping the sidewalk on the west side of California, as they feel it occurs too early in the day for their guests. They have agreed, with the City, to sweep the sidewalk. Discussion about who is monitoring that work. Jerry to raise question and confirm at DAT in May.

**New Business** – Dave Armstrong reported that Nelson Hernandez will be leaving his job to work for the Obama administration and Kayser has been reassigned, leaving no assistant director currently. Discussion. Clarey reported that Bank of Books once again will be giving away books, this time 40,000 of them, from April 18-20. They will also be collecting FoodShare donations at the store, and in June there will be a mural painted on his wall by celebrated cartoonists. Dave also stated that, in his opinion, it is great to see such huge efforts being made by our fledgling organization, the Ventura Film Festival's success as an example. Greg finalized the meeting with a note that we have now received our final draft from the City and we will need a calendar year audit.

**Public Comments** - None.

**Meeting adjourned at 10:35 a.m.  
Respectfully submitted, Jerry Breiner – secretary, 2009-2010**