



**Minutes of Board of Directors' Meeting  
April 22, 2009  
Affinity Bank Conference Center**

**Directors present:** Chairman Dave Armstrong, Secretary Jerry Breiner, Vice Chair David Comden, and directors Clarey Rudd, Mark Hartley, Jim Rice, Greg Smith, Zoe Taylor, Lucas Johnston, Cheryl Heitmann, Jim Luttjohann, Lori Moll, Christy Weir and Maria Fiore.

**Directors absent:** Tom Wood, Ed Warren, Doug Wood, Jennifer Livia, Seana Weaver, Jason Collis.

**Other attendees:** Executive Director Rob Edwards, Barbara Asbell, Deborah Schreiber, Jaime Maguire, Eric Wallner, Lynn Rider, Sid White and Michelle Olson.

**The meeting was called to order at 8:35 a.m. by Co-Chair David Comden.**

**Approval of previous board Minutes** – A motion was made to approve the previous two board minutes. Seconded and approved.

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

**Restaurant Committee | Jim Rice** – Jim reported that outdoor dining continues to be the main topic of conversation at the meetings, now with three restaurants applying for permits. Brian Brennan told Jim he would be working with the committee and regularly attend meetings to assist in any way he can. The committee also met with the Amgen Bike Tour people about ideas and strategies to best market the event next month. VPD has found some grant monies to train security guards for the downtown area, discussion. We also discussed possible permit language changes regarding the removal of outdoor fencing at night.

**Executive Director's Report | Rob Edwards** - Rob gave a critical update on the current PBID voting situation. We are within 3 weeks of the final tally, and we had a slew of votes come in early. Sometimes that is good, though to be sure Rob is making sure all board members with any contact with affected property owners have access to the phone numbers to follow up. We did a brief tally. Discussion. We won't know what the true vote is, day by day, though we ask Mabi if we might get some indication. We have our 501C6 designation and binder in from the State. Rob said the next board of directors meeting should take place in the next few weeks to work on the contract, the new board makeup and other items of discussion. Rob, Dave and Sid have been working on a draft template of the contract, and Jerry asked to review it as a member of the PBID Steering Committee. Sid said Council will authorize the City to enter into an agreement with DVO, and the agreement will go back and forth between the Steering Committee and the City Attorney office. Most of it is boiler-plate material. He also said the City Attorney will most probably ask that the new board sign on as administrators of the contract. Rob also spoke about meetings he has had regarding the future of Artwalk, and Eric Wallner of the City was on hand to give some direction. He suggested interfacing with Michele Godoy, who manages the street fair for the City, suggesting she will probably be the central contact point.

**Committee Reports**

- **Economic Restructuring Committee Report: Dave Armstrong** – Dave noted that the committee had a very productive meeting yesterday with a visit from the Retail Smart Guys who gave an mini-symposium on retail consulting. They offer seminars and free consultation to any retailer downtown. They have already done a few, notably with Wet Sand and Fusion Home. One of their main ideas, especially in this economy, is creating cash out of existing inventories.
- **Design Committee Report: Lori Moll** – Lori said the planters are in place, having been readjusted and moved in some cases in the 400-500 blocks. New plantings are arriving this week, and the ornamental plum trees will be going in new pots purchased for that exact reason. She reported that the newsrack meeting was a start, there is more to be done by her and Jerry in DOT. Tom Mericle has been working diligently with Lori on the planters (public thank you to Tom and team!). Tom did some analysis to determine where the new bollards and benches/bike racks should go, and he took

direction from Lori about some small tweaks here and there. Great group effort. Jerry thanked Lori for her work on the planters and the foods donated to the cleanup day. The trash bins are nearly ready to ship, should be here mid May.

Zoe had to leave early, and she wanted to make sure we all knew about the Chamber Economic Summit gathering May 2<sup>nd</sup> in the morning, City Hall. She gave a brief synopsis of the community meeting agenda and asked board members to send ideas to Dave. Dave will share the bullet points the week before so the board can comment for the members that will attend. Rob, Mark, Jim Rice, Lori, Cheryl and Dave will be attending with Rob serving as coordinator to make sure we are represented in each group. Sid will send the list of group chairs to Rob for distribution.

- **Organization Committee Report: Lucas Johnston** – The newsletter is still unfinished at this point, still needing committee chair input. Lucas said the last mixer was relatively successful but we had to make a last minute change of venue. Next mixer will take place on 5/21 at El Rey Cantina. He said the Third Thursday concept may have to go to every other month. Discussion.
- **Promotions Committee Report: David Comden** – David gave his update on the upcoming Artwalk. He also recapped the last few weeks' activities, including the Ultimate Boarder. Dave said it was his opinion that it was not the success they had hoped for, and because of the City fees being prohibitive without virtually any buy-in from the City, it may be they don't come back next year. That would be a terrible waste, but if it does happen it may wake up those sleeping at City Hall, who believe their fees are worth more than the good will we may have lost. Discussion. The DeColors event had 100s of people down on the Promenade with a few events simultaneous. The Music Festival begins this week, the Bike Race is fast approaching after the next board meeting. Eric reported that, thought he Starlight Cinema is no longer taking place paid for by the City, if anyone knows someone who might like to donate \$5000 it can be up and running in weeks.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Nothing to report at this time.

**New Business** – Dave Armstrong spoke about our need, DVOs need, to really promote the concepts of the changes we have made in our 2+ years of existence. None of the changes downtown are automatic, they require attention, attention to detail, attention to vision, time and sometimes finances to make these things happen. Mark reported that he is courting a couple of large tenants in the downtown, and he will report back to us for news/press releases once the ink is dry on the contracts.

**Public Comments** – Deborah Schreiber talked about the Botanical Garden Group having a fundraiser to help raise awareness.

**Meeting adjourned at 10:45 a.m.  
Respectfully submitted, Jerry Breiner – secretary, 2009-2010**