



**Minutes of Board of Directors' Meeting  
June 24, 2009  
Watermark Restaurant**

**Directors present:** Chairman Dave Armstrong, Secretary Jerry Breiner, and directors Cheryl Heitmann, Jennifer Livia, Jim Rice, Mark Hartley, Greg Smith, Lucas Johnston, Christy Weir, Clarey Rudd, Seana Marie and Ed Warren,

**Directors absent:** Vice Chair David Comden, Tom Wood, Jason Collis, Doug Wood, Maria Fiore, Lori Moll, Zoe Taylor, Jim Luttjohann.

**Other attendees:** Executive Director Rob Edwards, Dave Wilson (VPD), Janet Fukomoto, Debbie Fox, Mike Merewether, Barbara Evans, Sid White.

**The meeting was called to order at 8:40 a.m. by Chair Armstrong.**

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

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

**Executive Director's Report | Rob Edwards** – Rob reported that the recycle bins should be installed in the next three days, and as a reminder their contract is with DVO, not the City, and all applicable revenue comes to DVO as a fundraising possibility. Rob has been meeting with the Ombudsman committee of City Hall and its working group, which includes Zoe Taylor, Jim Monahan, John Masterson. The concept will be going to Council August 3, as per Sid. The September California Downtown Association Conference being held in Ventura is slowly taking shape. Rob is also working on a regularly-updated Facebook/Twitter downtown "emergency" network, and it seems to be getting a lot of attention, both on- and off-line. He announced the new DVP board will be meeting for the first time following today's meeting, and the voting took place last week with PBID Committee members Breiner, Armstrong and both Smiths overseeing the tabulation. The top 7 property owners, per vote, were elected as well as the top 3 business owners. Winners were Greg Smith, Jeff Smith, Ed Warren, Mark Hartley, Jeff Becker, Mike Merewether, David Comden, Dave Armstrong, Cheryl Heitmann and Jerry Breiner. Discussion. Rob noted that ad hoc committees to handle bylaws, personnel and finance would be needed immediately to create a seamless-as-possible transition. The PBID actually starts work in January when the funds come in, the City has agreed however to advance their portion of the first year to allow the current momentum we have created over the past three years to continue. Q: Funds raised, where do they go? A: who is doing the work, either or DVO or DVP (but with DVO as the tax deductible organization, fundraising would be under the umbrella of DVO most likely). The idea, as it has been all along, is to have both boards work very closely together, seamlessly if at all possible. Dave noted that there had been some concern by a few complainants that the ratio of property owners to merchants was unbalanced. He reminded us that the property owners, not the merchants or business owners, have agreed to self-assess themselves, and it is solely up to them to make the determination as to who gets elected to the board. Q: Dow we have financing to continue? A: Dave said we agreed to extend Robs contract to the end of July, in hopes that the new board would want to hire Rob to begin working with them asap. Discussion. The DVP board can accept the loan dollars, once an account is opened and signators to the account have been agreed upon by the board members. Ariel should have his final edits to the management plan by the end of the week to allow DVP to author the letter to City Finance, thru Sid, requesting the advance formally. Rob proposed another Beach Ball event to raise money for DVO, perhaps in late September. Audit materials have been submitted for the final DVO audit, to present to Council along with a recapitulation of the last three years' accomplishments on July 20.

**Committee Reports**

- **DOT – DAT - SSTF | Jerry Breiner** – Jerry had Rob read the latest draft of our request to council to reconsider the sleeping-in-cars program. Discussion. Christy suggested perhaps using the \$22,000 allocated to the Social Services Task Force to help implement the program and use it instead to give to the Kingdom Center for assistance in their work towards the CUP. Discussion. Last night the Kalorama Coalition had a public meeting with vocal members of both sides of the discussion in attendance. Idea: could this be a possible fund-raising opportunity for the Beach Ball? Discussion. Mike Merewether said he supports the concept but has concerns for the neighborhood if it's not managed well. Sid noted that CBDG funds pay for the winter warming shelter and those funds are tied up, so they are inaccessible for this purpose. Dave Wilson made a note that, in our letter, we correct the citation number from 1 citation over 1 year to the more correct 10 citations over 18 months. He noted that the Plaza Park situation has been getting worse lately, with groups of 10-15 people congregating at the entrance to the restrooms. It is difficult, he said, to do much about it without law violations. Long Discussion. Motion was made and seconded to approve the edited version of the letter, place it on DVO letterhead and send it to council as well as deliver at a Council meeting in July. Passed. Rob will also send the My Ventura Access information to the board so we can see the progress of items such as this that come from our group efforts.
- **Economic Restructuring Committee | Dave Armstrong** – Dave noted that there is a new office tenant above the Star Lounge, a team of architects and planners. Rob has been corresponding with them to see if they might be open to holding an open house for the public to see the newly redone space. Jim Rice noted that last weeks meeting had 27 attendees, a large turnout for the group. Discussion on the new ID-checking device took place, along with crime reports from VPD. They discussed the foot patrol and how to make it more efficient, perhaps splitting up the work force to two, 2-man operations instead of one 4-man one. Discussion. They will be holding door guard training in July, and just last night Watermark hosted a security guard/doorman meeting last night. Jim noted that two new restaurants were adding cameras here in town, and the outdoor dining language for the ordinance is now in the hands of the City Attorney and Quinn for further discussion.
- **Design Committee | Lori Moll** – Lori was absent, but Christy noted that she has met with Southern California Edison regarding undergrounding utilities and knows of a new bracket that we may be able to get to use downtown for banners and the like. The artist-designed bike racks may be put on hold due to monetary restraints.
- **Promotions Committee | David Comden** – Jen reported for Dave that the next meeting is the last week of the month, and they are working feverishly with Eric Wallner to get the Fall Artwalk back in place. On July 18 there will be a fundraiser for that purpose at Red Brick with music, food and fun. Rob introduced Debbie Fox of Fox Fine Jewelers who gave a brief introduction to the Share Ring concept she has heralded and created quite a press buzz about. She was here to ask for any contacts in the political or celebrity arena, to help focus attention on her charitable-giving concept. The proceeds from her sales go currently to the POINTS OF LIGHT Institute but that charity target can be changed. She also stated, for the record, that staying open late till 10:00 was by far the best business decision she and her husband George ever made. Discussion.
- **Organization Committee | Lucas Johnston** – Lucas said the committee has been discussing ideas for Beach Ball of late. Suggestion was made to see if there might be a way to tie in to the California Downtown Association conference in September. Discussion. Q: how can we raise the “value” of the cause? A: perhaps making the “cause” downtown’s safety and security, perhaps ending homelessness. Discussion.

**New Business** – none.

**Public Comments** – Seana announced her formal name change to Seana Marie and the name of the store to The Wine Rack on July 4th. Dave made note of a special dinner he and his wife attended in a farmers field, the McGrath farm, for Outstanding in a Field, fundraiser for locally-grown organic foods. He said that of the 160+ people there, only a few were from Ventura County. Mike Merewether noted that new subscribers to the Rubicon can take advantage of a new special where you get tickets for 3 shows for \$99.

**Meeting adjourned at 10:05 a.m.**

**Respectfully submitted, Jerry Breiner – secretary, 2009-2010**