

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting September 23, 2009 Pacific Western Bank Conference Room

DVO Directors present: Chairman Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Cheryl Heitmann, Jason Collis, Jim Luttjohann, Jennifer Livia, Jim Rice, Lucas Johnston, Zoe Taylor, Doug Wood, Christy Weir, Clarey Rudd and Seana Marie (absent: Maria Fiore and Thom Wood)

DVP Directors present: Chairman Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Cheryl Heitmann, Mike Merewether, Jeff Smith, and Ed Warren (absent: Mark Hartley, Jeff Becker)

Other attendees: Executive Director Rob Edwards, Sid White.

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

Introductions – Dave asked the members of the public as well as our new board members Michele Olsen and Steve Hoganson to introduce themselves and their affiliations.

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

Old Business | Executive Committee Report | David Comden – David reported that the executive committee has set up their bi-weekly meeting schedule with Rob, including assisting with calendar setup and time tracking via Google Docs. This will allow the executive board to better respond to questions and reports more quickly and more efficiently. Discussion.

Executive Director's Report | Rob Edwards – Dave noted that the Measure A discussion regarding endorsement from DVO had come up, and DVP will vote on this and discuss the general concept of endorsements at the next board meeting. At that point, Rob reported that search for new pole installation is going well, thanks to contacts with Ameron and the City Code enforcement folks. Our DVO board letter was delivered to the Weirick family, in regards to our strong stance on the appropriate uses we want to see on Main Street (in re: the pending Goodwill Industries lease downtown). The California Downtown Association symposium begins today at the Crowne Plaza: Rob asked again if anyone wanted to go to let him know for tickets. Discussion was begun regarding the idea of putting the newsletters on line. DVP will discuss at next board meeting. To that end, Rob asked for input as he puts together a scope of work for a new web designer. Discussion. The International Downtown Association has once again awarded DVO their Award of Distinction, thanks to Rob's diligence. Rob also reported that the insurance issues on our landscaping contractor are being researched by him and Mike Merewether. The DVP board will determine the requirements on the insurance policy regarding contractors. Mike will be sending his suggestions to the exec board. The DVP board will then make a decision regarding a possible competitive bid for these services.

Committee Reports

- **Economic Restructuring Committee | Dave Armstrong and Jim Rice** – Dave noted that the committee is looking at appropriate uses/locations for various types of businesses downtown – and the very real ways DVO and DVP can advocate on behalf of downtown. CUPs, zoning issues and the like should follow our retail strategy, and the committee discussed next steps to making that happen. Dave also reported that the downtown lighting plan now includes pole replacement, uplifting the palms, lighting changes on the Promenade, the downtown, the California Street Bridge and a general downtown plan, under the auspices of Mary Joyce Ivers

of Facilities Maintenance at the City of Ventura. Short discussion. Dave also brought forth the fact that Council and the Chamber have asked for a designated DVO/DVP representative to sit on the Economic Coordinating Council. Discussion followed about whether that will act as a committee or a commission. Motion was made to approve the ER Committee's recommendation of Dave Armstrong as the DVO/DVP representative. Seconded, approved. Jim Rice reported that the training date has been set for the Responsible Retailing training to be held at VPD HQ. The door guard training plans are on track but not yet scheduled. Jim reported that Café Bella and Cookes' Smokehouse have closed doors. The California Beer Festival is this weekend, with lots of good, effective marketing and promotion. Discussion on charity events followed, available at the Watermark and Wine Rack. Jim hopes to get the pedicabs up and running by the holidays, the ordinance being worked on presently by VPD and the City Attorney office. Our letter of exclusivity will be incorporated in to the agreement once complete.

- **Organization Committee | Lucas Johnston** – Lucas reported that another successful 3rd Thursday took place, this time at 71 Palm. The next one in October will take place at Anacapa Brewery. Lucas brought forth Thom Wood's resignation letter, saying that his reasoning was that the timing of the meetings did not work out for his scheduling, and that he hopes to be of help in other ways to the board.
- **Design Committee | Lori Moll** – Lori and Jim are working on commitments from the merchants for holidays lighting, for the material price only – DVO will handle install/deinstall. Discussion about liability and cost issues. Permits are not needed for temporary Christmas lighting. Jeff Smith will help draft a letter for signature, releasing DVO and DVP from all liabilities associated with the lights. This agreement will need to be signed by each merchant a/o property owner prior to installation.
- **Promotions Committee | David Comden** – Dave thanked Zoe for allowing Ventana and the Reporter to take part in the Business Showcase last week at the Fairgrounds. Dave also reported that the Best Of awards are out, and most of the winners were from Ventura and most of the Ventura winners are downtown people. There hasn't been a committee meeting of late but there is a merchant briefing set for 9/30 at Jonathan's @ 9am. He also reminded us that the Seaside Highland Games will be returning to the Fairgrounds in mid October, and the Harvest Artwalk is at the end of October. Discussion followed on the possibility of a vote to sponsor Artwalk. After discussion, a motion was made and seconded to "approve the donation of \$6000 to help fund Artwalks Fall 2009 and Spring 2010. This money donation will be conditioned on there being a spring 2010 Artwalk, payable no later than March 31, 2010". The monies won't be needed to be handed over till the end of March 2010. This money will be in addition to the monies raised at the Red Brick Gallery in our name. Eric Wallner should keep us regularly updated and participate in the DVO board discussions and Promo committee on these as they go forward. Motions were seconded and approved.
- **DOT – DAT - SSTF | Jerry Breiner** – Jerry noted that he and Zoe, along with Ken Corney and Mark Stadler of VPD, are finalizing the letter to Council, regarding vagrancy in the downtown, and Jerry and Zoe will present it at the Council meeting 9/28. Jerry will be bringing forth for the DVO and DVP consideration and reformulation of the DOT committee.
- **Bylaws | Cheryl Heitmann** – Cheryl reported that the attorney is asking for retyping of certain sections of the proposed bylaws, and Mike agreed to help Cheryl in this capacity.

New Business – Discussion on the parking structure cleaning came up again. Jerry to follow up with Mary Joyce to confirm scheduling of cleanup.

**DVO Meeting was adjourned, DVP meeting went in to Closed Session.
DVP Closed Session was closed and Open Session was re-opened.**

DVP Board Votes | ED employment agreement – Dave reported that the DVP board voted to approve the employment agreement with Rob Edwards.

Public Comments – None

Meeting adjourned at 11:10 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010