

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting October 28, 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, Steve Hoganson, Jason Collis, Jim Rice, Lori Moll, Clarey Rudd, Christy Weir and (absent: Lucas Johnston, Zoe Taylor, Seana Marie, Michele Olsen, Jim Luttjohann, Doug Wood, Maria Fiore – excused)

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

Other attendees: Executive Director Rob Edwards, Sid White.

The meeting was called to order at 8:45 a.m. by Chair Armstrong.

Introductions – Dave asked the members of the public to introduce themselves and their affiliations.

Approval of previous board minutes – A motion was made to approve the previous DVP board minutes. Seconded and approved with 10 in favor, no opposing, no abstentions. Due to lack of DVO quorum, vote on DVO minutes was postponed. Jerry requested that anyone present please sign up on the sign-in sheet.

Old Business & Executive Committee Report | Comden – David reported that the executive committee continues to meet with Rob to work on various issues, including the 2010 budget. It will be brought to the board for discussion near the end of November. He reported that our letter to the Red Brick Gallery management, regarding the previously addressed fundraiser issues, has been put on hold, pending an intervention by one of the members of the public who spoke with Jennifer Livia of Red Brick. A tentative agreement has been reached for Red Brick to change the designation of the donation to the City, and the EC is waiting in final legal opinions by Mark Barney and Jeff Smith as well as our accounting team. Dave publicly thanked our private citizen, present at today's meeting, for the hard work and dedication to getting a resolution to the matter. He remarked that we now have in place proper protocol for future events that DVO participates in, requiring written acknowledgement of involvement. David will be bringing the final version of these policies to the next board meeting. Discussion.

Executive Director's Report | Edwards –

ADMIN & ADVOCACY

California Downtown Association Annual Conference: Positive feedback from attendees is still returning; thank you to all who volunteered to assist!

Assessments & Tax bills: Still working with the assessor to determine a method by which assessment discrepancies can be addressed; Brian Brennan is now assisting.

Train Trestle Restoration: A 4-page letter signed by the city manager and authored by asst city atty Mendoza, VPD and others was sent to Union Pacific three weeks ago. UP has now requested a meeting of all parties affected in mid-November!

Designated Driver Program: Met independently of the restaurant committees with a few nterested owners to discuss a downtown-wide designated driver program. Rookees, Dargans, and CandleLight are most interested. They would like to launch the concept by Thanksgiving for a one

month pilot in December.

CLEAN, SAFE & DESIGN

Signage: I designed new recycle bin panels that promote overnight stays in our hotels and a map of downtown streets; this can be used as our generic panel. Thank you Jim L!

Outdoor Dining: Bill McEwan offered-up his conceptual designs for outdoor dining on Main Street—something we have all discussed might be in our future.

PROMOTIONS, MARKETING & COMMUNICATIONS

ArtWalk recap: Assisted city staff both days; turnout seemed to be better than the spring and Sunday afternoon foot traffic was good.

Fairgrounds Partnership: Met with the CEO on a Saturday afternoon to discuss more collaboration. We now have the ability to suggest messages on their sign at the corner of Harbor and Fig. In return, a discounted rate for Fair banners on Main was requested.

Press Releases, future: With several new businesses about to announce openings, I'm gathering details to write comprehensive press release; Rocket Fizz will have its soft opening on Sunday for friends and family and a grand opening on likely Sun Nov 8.

Website Upgrade: Working with Kevin McG. to upgrade our site significantly and incorporate as much functionality as the VVCB site as possible. A search box function to locate specific merchants will be key. An expanded business directory along with more photos, a map identifying ATMs locations, store open past 8 PM and the Free parking will be key to have in place when meters are installed. Resources for brokers about out amenities and vacancies—office and retail—and lifestyle features with endorsements from current tenants. Posting our trackable metrics for all stakeholders to view over time as well as an expanded information area for merchants regarding DVO meeting dates, topics, minutes, agendas.

Ventura Art Festival: November 14 in Mission Park. Assisting Chamber staff as needed.

Third Thursday this month is at Wine Rack; Dec = Café Fiore, our holiday party?

ECONOMIC DEVELOPMENT

WAV Theatre and Retail recruiting: Met with the “theatre committee” of WAV to assist them with fundraising efforts and guide them on the methods of retail recruitment.

Merchant Technical Assistance: Reviewing two existing business's plans to better their bottom line and marketing efforts.

Restaurant Week: Planning has begun in earnest for a late January promotion of a fixed price and set course week of dining downtown.

Approval of previous board minutes – A quorum now present for DVO, there was a motion to approve the minutes. It was seconded and approved with a vote of 10 in favor, no oppositions nor abstentions.

Financial report | G Smith – Greg handed out current financial reports for DVP. After brief discussion, it was suggested that Greg create a one-page “variance” sheet, so board questions about changes on the budget can be easily answered in detail at the bottom. Greg reported that the first draft of the DVO audit is in with only 3 or 4 comments, due mid November. One board member had some questions, and Greg, Rob and the accountant are compiling a written explanation of each one of them to said board member. There will be some minor policy changes to help us go forward with a clearer understanding of certain protocols. Greg will make some minor edits to the landscaping budget items, as per discussion. He also reported that Rob will be sending out a conflict-of-interest policy that all board members will be required to sign at the next board meeting.

Holiday Plans | Moll, Comden – Dave noted that our budget is set, there is no other fund to draw from, and we will need to go forward, not only now but in the future, with what we have. That said, he made note of the fact that DVO can fundraise as a 501C3, and it might make sense to consider that potential source of

funds more seriously than in the past. Lori then gave her update on the current status of the holiday plans by the Design and Promotions committees. She has now approximately \$23,000 in installation quotes from various merchants and property owners downtown, stating she has not yet booked any of the entertainment nor budgeted for banner brackets. The design committee had voted to bring to the board a recommendation to ask the board for an additional \$1500 but after discussion it was apparent the funds needed would not come from the board. Q: did the \$10,000 budget include all the blocks? A:yes. Q: are the lights supposed to be permanent? A: no, due to the permit situation they can be up 90 days with out a permit. Discussion. Lori said she had between 87-92 merchants verbally signed up to participate, but now she may need to turn some down due to the limited budget for installation, as we need to operate within the existing budget, passed by the board. After discussion, there was consensus from the board that we should operate within the budget with some alteration between the Promotions and Design committees for allocation of funds.

DVO | DVP Draft MOU | Armstrong - Dave brought forth the edited draft Memorandum of Understanding between the DVO and DVP ("MOU"), created by Jeff Smith with assistance from non-profit attorney Mark Barney. Discussion. Suggestion was to resend the edited version via email, prior to next board meeting, with all the changes in place. It will be agendized for vote.

DVO – Vote on Letter re: Thrift Store Regulations | Armstrong – Dave displayed the draft he and Jerry worked on to send up to Planning and Council, regarding DVO request to work with them, addressing issues relating to our over-abundance of thrift stores. Suggestion, during discussion, was to rewrite the letter we sent to the property owners, addressing the board's feelings on uses for Main Street, what does and doesn't work, citing our retail analysis. Discussion. In theory, all businesses would have to comply with newly written regulations, without "grandfathering" clauses. A number of board members noted that there was a constant problem with trash, furniture, dumpster diving and the like around and near thrift store locations. Q: Is there a way to deny a new license? A: Discussion followed on what could possibly get an app denied: some of the possibilities relate to trash, security, access and the rest. There are a number of factors we can talk about with planning, said Dave, and this letter will open that door. A member of the public suggested direct pressure on the Goodwill board of directors. After discussion, it was moved and seconded that we send the letter drafted by Dave to Council, along with the edited version of our property owner in advance of the November 9 council meeting, and at least 2 or 3 board members speak publicly about the letter and its implications. Vote was 11 in favor, 0 opposed 0 abstentions. As a final note, Dave mentioned that the Council has formally adopted the Retail Strategy as an accepted document, and having any more thrift stores downtown, much less on Main Street, goes counter to the concepts contained in that document

DVO – VOTE TO CHANGE ANNUAL MEETING | Armstrong – Dave brought forth the concept that our bylaws state an annual meeting should occur in November of every year, but in our continuing attempt to co-manage DVO and DVP, it should be moved that we change the date, by board vote, to January to coincide with the DVP meeting. Motion was so moved and seconded. Passed with 11 in favor, 0 opposed, 1 abstention.

Announcements – David mentioned that the first services for the tenant above his offices, Community Church, will take place next week.

New Business – The Responsible Retailer Meetings will be taking place within the month. Dave and Jim Rice will follow up with news and announcements regarding same.

Public Comments – Dan Frederickson noted that he is very enthused by the progress and obvious hard work DVO and DVP have been doing and continue to do. He feels that downtown is far and away better than it was even three years ago when he was on the board. People seem to be more connected, and that is a direct result of the work we have done.

Meeting adjourned at 10:28 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010
