

DOWNTOWN
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PARTNERS



**Minutes of Boards of Directors' Meeting
December 9, 2009
Pacific Western Bank Conference Room**

DVO Directors present: Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Jim Rice, Jason Collis, Zoe Taylor, Clarey Rudd, Cheryl Heitmann, Jim Luttjohann, Lori Moll, Christy Weir, Lucas Johnston (absent were Seana Marie, Doug Wood, Steve Hoganson, Michele Olsen, excused absent was Maria Fiore)

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

Other attendees: Executive Director Rob Edwards, Sid White, Patti Channer, Kathleen Morris, Jonell McLain, Michele Pettis and Barbara Evans.

Quorums were met and the meeting was called to order at 8:40 a.m. by Chair Armstrong.

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

Old Business & Executive Committee Report | Comden – None.

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, 1 abstention. A motion was made to approve the previous DVO board minutes. Seconded and approved with 11 in favor, no opposing, 1 abstention. Jerry requested that anyone present please sign up on the sign-in sheet.

Special Presentation: Service Group Incorporated - In anticipation of a board vote, Greg and Jeff Smith invited representatives from Service Group Incorporated (SGI) to give the board a presentation on their business model. SGI principals Dick Gallagher and Steve Hillard produced a Powerpoint presentation on what their company does and how they might work with DVP. Steve noted that SGI is the last and only privately-owned company that does Clean & Safe programs in the US. Their business model is based on 5 general subjects: (1) Wages (2) benefits (3) training (4) infrastructure and (5) environment. They average 66% of their budget for salaries. They perform an in-depth analysis of each applicant for their program, including a criminal background, credit and SSN check. Their benefits include medical coverage after 90 days at 80% and a rewards system that allows employees to accrue "credits". Their training includes a 3-hour seminar, 40 hours of account training, shift training per day and a refresher course. All new managers attend the Disney Institute to learn the way they do it in the Magic Kingdom. They send out a corporate trainer to set up the system in each new town. Their accountability includes customer report cards with audits.

Their suggested frequency for service, via the Powerpoint slides, was 3:30-midnight 3 days a week and 5:30-2:00am on Saturdays for cleaning. Same schedule applies to safety with the addition of 5:30-2:00AM ON Fridays. They use Snapshot®, a proprietary PDA-interfaced software program that allows the clean and safe team to report, via photo and text, anything that needs attention. Q: Can property owners report anything they see? A: yes. A: How many levels of detail are available in the software matrix? A: unlimited, up to the agreement between SGI and the vendor.

The costs for their service is \$129,009, split up between payroll and operating costs of 76%, profit and overhead of 14% and hard costs of the remainder. Their concept as proposed has 2.5 workers for a total of 104 hours per week. In Steve's eyes, the competition does not cover the Disney Institute (*our bid also does not include that*), a Certified Ambassador program, Snapshot®, they are not "green" friendly, they don't have Skype as a means of group communications and they are not part of the Certified Tourism Ambassador program. Jim Luttjohann from the Ventura Visitors Bureau mentioned that he had never heard of this program and Steve fielded some questions about it in regards.

In SGIs view, tackling the “clean” part of the program first, for approximately 3 months, makes the most sense to see our dollars at work, dedicating all of their resources from start till 90 days hence solely on clean. Start time is approximately 45 days from signing. Jerry noted that based on that assumption, the “safe” part of the program would not start for 135 days from contract signing. Discussion.

Q: What is the proposal at this point? A: Pan-and-broom cleaning, graffiti removal, weed abatement and hospitality. It does not include pressure washing, though they believe they can sort out a lease from the City for their green machine. Jerry texted our contact at City maintenance services, and at this point he reported her response was that they city would not lease the machine but would sell it. Q: Do you hire locally? A: yes, we advertise on Craigslist and in local press. Q: Do you operate independently or with the executive director? A: They work with the ED daily, and though the daily briefings take place very early in the morning, there is usually a reporting time per day with updates. As far as dealing with vagrants, SGI trains their workers to use the existing ordinances and respond with voice, not tools or weapons on “quality of life” issues. SGI is not a security firm nor police. Q: Do you need office space? A: we usually get it donated from one of the stake holders. Q: Does your quote include enhanced maintenance and upkeep of the City restrooms? A: no, it does not but it can at another quoted price. Q: What are the terms of your general contract? A: 3-years with a 60-day cancellation policy and 2, 1-year options. Q: Do you work on Sundays? A: that is up to the scope of work, created by the client and SGI.

Clean & Safe Committee Self-Administered program | J Breiner and R Edwards – Jerry and Rob teamed their presentation on the concept of a self-administered Clean & Safe Program by first handing out two documents: the first was a list of currently-existing City services along with a proposed enhancement level of same, and the second was a budget draft of how the monies would be spent. Discussion followed on budget items, who might fulfill them (requests were made to produce the actual quotes for discussion), how much it would cost and how many people would we get for the dollars spent. Jerry noted that the budget we had in front of us allocated approximately \$35,000 towards the clean budget and approximately \$40,000 towards the safe budget without profit or overhead costs, plus miscellaneous costs for goods and some contract services. It also includes enough in the budget for a part-time clean and safe “manager” or assistant who could also fulfill other tasks for DVO/DVP, said Rob. Rob and Jerry provided Christy with some of the names that have sent proposals in, and she said she would call them for references. Q: Which committee should address this option? A: consensus was that a subcommittee of members of Clean & Safe and Finance should get together to look at the numbers. Greg, Mark, Jerry and Rob will take part in these discussions. It was suggested that “streetscape” should not be under the Clean & Safe heading. Rob spoke about Securitas which handles the safe component of the Oxnard BID. He has spoken with the BIDs director, and they have glowing reviews as to their efficiency and interactivity with the Oxnard PD. Discussion about what we need to go forward resulted in a request for Rob to produce an activity plan, based on the self-administered program and for the Finance committee to review it prior to the next board meeting. A motion was made and seconded for the board to direct Rob to get enough details together in a workplan for submission to the Finance Committee, so the committee can finalize a budget recommendation to be brought forward to the board. No discussion, motion passed with 10 in favor, no nays nor abstentions.

Draft DVP Bylaws | C Heitmann – Cheryl brought forth copies of the draft bylaws for all to review prior to the next board meeting for board approval and vote.

Financial reports | G Smith – Greg produced 2008 Year end audit reports and the October financials for review. Short discussion.

Announcements – Congratulation to Lori for the tree lighting ceremony and ChoirWalk on December 5th. There is already a video on You Tube. Next years, it is Lori’s thought to take the ChoirWalk and celebration festivities and keep them more “uptown”, perhaps with a tree lighting at City Hall. Lori reported she had almost 230 volunteers helping out, most of them singing. Perhaps the idea of more regular events would be helpful, to bring in more people and hence more business.

New Business – The annual meeting of DVO needs to be set, perhaps in March. Jerry and Lucas will work on this.

Public Comments – Kathleen Morris said the treelighting event was one of the best she has ever seen downtown, connecting people and the cause. She was disappointed in some of the local reaction to the event but is totally in support of next year’s festivities to take place at City Hall. She also mentioned it was so nice – and so odd – to see so many merchants open past 6!

Meeting adjourned at 10:55 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010
