



**Minutes of Board of Directors' Meeting
February 6, 2008**

Affinity Bank Conference Center, Santa Clara at Chestnut

Directors Present: Chairman Jason Collis, Vice Chairman Clarey Rudd, Secretary Glenda Lewis, Secretary Jerry Breiner and directors Sandra Walker, Dave Armstrong, Douglas Wood, Maria Fiore, Ed Warren, Jack Carter, Lori Moll, Seana Weaver, Jim Luttjohann, the Honorable Cheryl Heitmann, and the Honorable Christy Weir.

Directors Absent: Greg Smith, Mark Hartley, Zoe Taylor.

Other attendees: DVO Executive Director Rob Edwards, Sid White, Debora Schreiber, Dan Frederickson, Jen Livia, Kiley Ki, Christina Mangione, Robin Elander, Eric Wallner and David Wilson.

The meeting was called to order at 8:40 a.m.

Jason Collis opened the meeting by introducing Lisa Zaid of the City of Ventura Cultural Affairs Department, public art program. Lisa gave a brief synopsis of public arts temporary location criteria and that the WAV project will be one of the main locations for same, once completed. Her committee considered commission of a public art piece to coincide with the spring ArtWalk, and Mark Grieve will be constructing a piece, basically a "wheel arch", at California Plaza for the event and for awhile thereafter.

Approval of the previous board meeting minutes - J. Collis

*Motion passed.**

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong**
Discussion of committee progress on the quarterly seminar for area businesses. They have met now twice, and there are a few initiatives under way. Most importantly, as the ER committee is charged with implementing the Retail Strategy, Dave suggested the concept of LIVE (Local Independent Ventura Entrepreneurs), as a locally-grown, local-centric business collaborative. Currently his committee is working on the logo and "benefits" list for prospective members. They are also working on the concept of creating new arts venues, as per the retail strategy. Reminder that meetings are 1st and 3rd Tuesdays, 9am, at HQ.
- **Design Committee Report: Glenda Lewis Greason**
Discussion of committee progress, including holiday lighting/banners and upgrades of planters. Christy noted the banner ordinance is coming to council end of February, and if there are any specifics to be sure to put them together prior. Next meeting is at 101 South California Street today at 12:00 noon.
- **Downtown Operations Team (DOT) Report: Jerry Breiner**
Discussed committee progress including long-awaited response from the County of Ventura, parking and vagrancy issues. Discussion on the

resolution to request DVOs ER Committee's inclusion in design review as the downtown defacto community council. **<Dave Armstrong and Jerry Breiner to create draft of letter for board approval at next board meeting.>** Question on cleanliness of downtown, in general, and if it is DOT's charge to address the issue, now that Design has taken over much of DOT's responsibilities in that area. Discussion. Discussion on letter, approved at last board meeting, to request of City Parking Staff to extend angled parking areas in the downtown. **<Dave Armstrong and Jerry Breiner to create draft of letter for board approval at next board meeting>** Next meeting is Thursday at 9:00 a.m. at DVO H.Q.

- **Organization Committee Report: Sandra Walker**

Discussion on beginning of committee progress. Next meeting is February 13, 4pm at HQ.

- **Promotions Committee Report: Seana Weaver**

Discussed committee progress of upcoming planned events: Restaurant Week, Zodiac Pub Crawl and Third Thursdays. The mixer put together by committee and Maria Sanchez of KVTA had a very good turnout, approx 94 people came out to HQ and a lot of networking took place. The committee has also had a very forward-looking and positive meeting with reps of the VCStar newspaper in regards to group/co-op advertising in the paper (possibly a 30-35% discount off book rates). She also reported that a possible treasure hunt downtown coupled with CottonTail Days may occur. Work has begun on our signature event with Mark Hartley, updates to come as they are available. This will take place in the summer. Finally, the 805Living and Ventana double-truck (2-page) ads came out and radio spots featuring Kylie Ki and Rob Edwards are airing on KVTA regularly.

- **Executive Directors Report: Rob Edwards (see below).**

+ Circulated my **permanent funding research** to board members; finance committee should meet to discuss next steps [within the next month.]

+ Met with the **new publisher of the Ventura County Star, George Cogswell** to discuss future editorial and advertising opportunities.

+ Attended two classes held by the **Ventura County Community Foundation:**

"Accounting for Non-profit CEOs" and "Meetings, Minutes and Agendas" to ensure we are complying with state laws. No bad news, we're on track!

+ We began our engagement with **VCCF** and **Pepperdine University** who will jointly assist us with: stakeholder interviews [10 people via phone], a survey [20 people via email], and a focus group [12 people here, downtown]. These efforts are facilitated and led by three professors and will result in a facilitated board retreat and a draft strategic plan for DVO.

+ Escorted **Coastal Living magazine** on a photo shoot down Main Street.

+ Recorded new **Valentine's Day radio ad** at Goldcoast. It's running for three weeks on Live 105.5 FM and KVTA. Considering submitting ads for the *Addys*.

+ **Palm tree uplighting** estimates were delivered to Sid; he is asking city staff to verify their accuracy and determine the likelihood/feasibility of the project.

+ Met with Ed Warren's new partners at the **Landmark No. 78**. Very upbeat conversation about future direction and participation in our DVO activities.

+ Our Thursday evening mixer with **KVTA's Maria Sanchez** was a huge success; downtown businesses that donated food and drink; they were promoted on-air.

+ Attended the launch of **Ventura's City Corps** with Chamber E.D. Zoe Taylor. Their location downtown and partnership with us will prove very beneficial; an offer has been extended to me to join their board.

+ Met with Sharon Taylor of the **San Buenaventura Foundation for the Arts** to chat about DVO goals and the downtown cultural district.

+ The National Main Street annual conference is in Philadelphia, March 30 – April 2, 2008. Cost: \$340 plus hotel and airfare, or just \$150 per day. More info at: <http://conference.mainstreet.org/content.aspx?page=11247&site=13>

+ California Main Street annual conference is in Sacramento, February 25, 26, 27

http://ohp.parks.ca.gov/?page_id=23484 ; \$75 - \$200 depending on # of days Discussion on funding mechanisms.

Jack Carter spoke about his opposition to the concept of a PBID. Discussion followed. After Rob's report, Christy asked what his general feel was for the reaction downtown from the merchants regarding DVO. He reported that, of the ones he has connected with, nearly all are much more willing to listen to what he has to say in regards the work DVO is doing and are truly interested in what we are doing. He will be continuing his daily or every-other-daily meet-and-greets with the downtown merchants and property owners, in anticipation and preparation for community discussions on BIDs, PBIDs and the like.

New Business

- Communications policy: **<Rob will print for signatures from each board member our new communications policy at next board meeting.>**
- Electronic voting and bylaws alteration: discussion on how best to go about changing these items in our bylaws. Sandra noted that the Organization committee is in charge of bringing the board's suggested bylaw changes to her, and she will pass them on to Tony Strauss. Included in the list of suggested changes is the ability to do electronic voting (with the required PIN numbers), the chain of command in the event both the chair and vice-chair are absent a meeting. **<Sandra will report at next board meeting as to status>**
- VPD updates: Dave Wilson spoke on a few topics, including the installation of the first WiFi-capable cameras, a total of 6 planned at this point. The ability of VPD to be able to tap in to the private cameras is key to the success of the plan, and to that end Dave continues to work with private property owners to assess the capabilities and possibilities of setting up the system in the fastest way possible. He also spoke of the new 911-emergency call funding mechanism, approved as a "fee" by City Council last night. Christy spoke on the topic, suggesting DVO create a letter to council conceptually endorsing the concept and the implementation of it, to enhance police presence downtown. Discussion about what DVO could endorse, without knowing the exact makeup of the resolution to be brought to Council end of month. Jerry noted that, since DVO does not know the makeup of how this fee might be implemented (\$1.49/phone line? Per resident? Per household? \$50-one-time-fee? What if you are only reporting an emergency for someone else? Opt-out and opt-in capabilities? Opt-out and opt-in surcharges, if any?) it wouldn't be prudent to endorse something we don't know about. The idea of endorsing the concept that we need more police presence downtown was discussed but how to endorse it carefully was not clear. Dave spoke about the possibility that, with funding, a downtown storefront could return in a shared space, perhaps with the VCB, perhaps down the road in the development slated to be behind the cinemas. The discussion had many participants, and it was agreed that anyone with a passion to make their point should funnel their ideas through Rob about what fees could be used for in the downtown and how the funds should be collected. (the information regarding the fee is available on the city website front page) **<Secretary to agendize this discussion for next meeting>**

Public Comments

State of the City Conference is at the Pierpont Inn at 7:30 a.m. on February 15, 2008 and at City Hall on February 11, 2008.

Seana mentioned that the Fashion Week Ventura needs sponsorships to really pull it off. It is the week of February 27-March 2. Info is available at fashionweekventura.com. She also noted that the parking structure has NOT been cleaned, as per the City contract, on Mondays and Thursdays and wondered who to contact, as our regular contact has not responded. Jerry will follow up with City services.

West Coast Wealth Management is having an open house February 7, 2008 from 3:00 p.m. -7:00 p.m. at 16 North Oak Street.

Meeting adjourned at 10:38 a.m.

The next DVO Board meeting is February 19, 2008 at 8:30 a.m. at Affinity Bank Conference Center.

<> *Indicates action item to be taken at next board meeting*

* *Indicates that motion passed unanimously.*