



**Minutes of Board of Directors' Meeting  
March 5, 2008**

**Affinity Bank Conference Center, Santa Clara at Chestnut**

**Directors Present:** Chairman Jason Collis, Vice Chair Dave Armstrong, and directors Glenda Lewis, Douglas Wood, Maria Fiore, Clarey Rudd, Sandra Walker, Ed Warren, Jack Carter, Seana Weaver, the Honorable Cheryl Heitmann, and the Honorable Christy Weir.

**Directors Absent:** Mark Hartley, Lori Moll, Zoe Taylor, Jim Luttjohann and Greg Smith.

**Other attendees:** DVO Executive Director Rob Edwards, Sid White (City of Vta), Debora Schreiber (Kalorama Coalition), Janet Fukumoto (Time Warner), Charnell Smith (Aloha Steakhouse), Brad Starr (City of Vta), Michele Olsen (Paychex), Dave Wilson (Ventura PD) and Sharon Taylor (SBFA) .

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

**Approval of the previous board meeting minutes - J. Collis**

Jason Collis opened the meeting by asking for board minutes' approval. After brief discussion, it was moved, seconded and passed to approve with minor changes.  
*Motion passed.\**

**Old Business**

**Committee Reports**

- **Economic Restructuring Committee Report: Dave Armstrong**  
Discussion of committee progress. Dave noted that at yesterday's meeting the HR Seminar was finalized, taking place at Affinity Bank 3/10 @ 9:30am. Street tree uplighting and Redevelopment budget were discussed, though Sid White mentioned that the City has indicated that DVO would need to arrange for maintenance and power issues. Discussion. The proposed budget changes are going to Council 3/17 and Sid urged DVO board members to either go in person or via email for endorsement of the tree lighting request. Dave reminded the committee members that he needs their concepts back prior to next meeting, and as an additional reminder he said meetings are 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays, 9am, at HQ.
- **Design Committee Report: Glenda Lewis Greason**  
Glenda noted that the committee had not met since last, but that since then new planters have been added downtown. Annual Spring Clean up Day is April 12<sup>th</sup>, all are invited to participate.
- **Downtown Operations Team (DOT) Report: Jerry Breiner**  
Discussed committee progress. Jerry noted that due to illness he was not able to attend the last meeting but will get notes from Jill for the next board meeting. He noted that the Parking update will be delivered tomorrow morning at DOT by Tom Mericle and staff, and DOT will be asking for clarification that angled parking, additional crosswalks/signs/lights and loading zone timing is included in the final report. Brad Starr gave a brief update on the sewer/water work, just begun downtown. Christy and Rob

spoke about the Dan Burden Walkability meeting that took place last week. During the walk, which was attended by City staff and some members of DVO, the timing of lights and angled parking in the 700-and-above blocks as well as surrounding Plaza Park came up in conversation. Discussion. Rob also mentioned that the "Traveling Christmas tree", a huge metal tree is available in case DVO might want to rent it for a couple of months this coming holiday season. Pricing is approximate, but in the \$20K/2-month ballpark. Discussion.

- **Organization Committee Report: Rob Edwards (for Sandra Walker)**  
Discussion on committee progress. Sandra and Rob gave an update on the newsletter, now being produced through this committee. Next meeting is 4:00pm, 3/13 @ HQ.
- **Promotions Committee Report: Seana Weaver**  
Discussed committee progress. Seana noted there has been a great surge in input since the last meeting, with more people getting involved and interested in how the committee works. They just finished putting together the latest co-op ad featuring bartenders and recipes. The first merchant briefing will take place 3/11 8:30am @ Aloha Steakhouse. All are invited.
- **Executive Directors Report: Rob Edwards (see below).**

### **New Business**

- Jerry gave an update on the St Patrick's Day parade. There will be a big shindig/brouhaha at the California Plaza right after the parade, put on by a consortium of downtown businesses, including the Crowne Plaza, the radio stations and others. Cheryl noted that the Ventura Music Festival will hopefully have an open house at their new location, 472 E Santa Clara, same day.
- Rob noted that the Spring Cleanup Day, our first, will take place Saturday April 12<sup>th</sup>, in the morning. More info to follow.
- Jason noted that on March 30, a Mass celebrating the 225<sup>th</sup> anniversary of the Ventura Mission will take place. More info to follow
- Jerry noted that the website is constantly updated and requested that all committee chairs get him notes/minutes for the individual pages.
- Christy reminded everyone that, now that the Figueroa underpass has been readied for installation, that the artists are now preparing to create the artwork for the installation. Discussion

### **Public Comments <none>**

#### **Meeting adjourned at 10:03 a.m.**

The next DVO Board meeting is March 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.*