



Minutes of Board of Directors' Meeting

April 9, 2008

Affinity Bank Conference Center, Santa Clara at Chestnut

Directors Present: Chairman Jason Collis, Vice Chair Dave Armstrong, Secretary Jerry Breiner, treasurer Greg Smith and directors Glenda Lewis Grayson, Lori Moll, Douglas Wood, Mark Hartley, Jim Luttjohann, Sandra Walker, Ed Warren, the Honorable Cheryl Heitmann, Honorable Christy Weir and Seana Weaver.

Directors Absent: Zoe Taylor, Clarey Rudd, Jack Carter, and Maria Fiore.

Other attendees: DVO Executive Director Rob Edwards, Sid White (City of Vta), Debora Schreiber (Kalorama Coalition), Dave Wilson (Ventura PD), Gerhard Meyer (advisory Board Member), Mark Quady (City of Ventura), Barbara Evans (resident), Ed McCombs (San Buenaventura Foundation for the Arts), Barbara Asbell (Anastazi Development), Anne Campbell (VVCB) and Dan Frederickson (former board member and developer).

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

Special Presentations

Dave Wilson (VPD) gave a brief update on the new cameras installed on the roof of the Pierano building (Jonathan's Restaurant). The camera has the ability to view the surrounding areas as part of its technical specifications, and the Ventura Police have utilized said ability to apprehend a few individuals already for drug and alcohol-related ordinance infractions. As the camera system, the first of its kind downtown, is in a trial mode, no notice has been sent to the public though Dave expects that should happen in the near future as the technical bugs get worked out. The "quilt" of cameras, referred to in DOT meetings last year, will have to be composed of public and private cameras, able to be viewed by the police, via the internet. Individual property/business owners who wish to participate will be given instructions on how to allow access to the police for that purpose. Though there is some sensitivity to cameras in the public realm, it is becoming a standard throughout the world post-911. The Crowne Plaza is also set to have a camera installed on the roof, giving VPD a great vantage point for all downtown south end. Dave will report back with updated info, as it becomes available.

Old Business - none

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** - Four major goals have now been outlined by the committee, consisting of tenant recruiting, merchant support, boosting the Farmers' Market and boosting the New Arts City cluster concept. Dave reported that Project Encore had its first preparatory luncheon with engaged members of the arts community in attendance. The concept is to adaptively reuse existing buildings for performance venues. At the next meeting the committee will discuss the concentration of like-businesses. Discussion.
- **Design Committee Report: Glenda Lewis Greason** - Glenda reported

that her committee continues to work on lamp post banners, holiday décor, the annual spring clean up (4/12) and bulletin board design. Rob discussed that fact that bettering aesthetics will bring new tenants and interest to the downtown. He has seen this before in a few of the cities he has worked in, and he is anxious to get a program started that showcases what we have in a better light. Christy noted that she has found replacement benches, like the black ones we now have, at a substantial discount. A few of the attendees at the meeting today have expressed interest in purchasing some for installation.

- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Updates were given by Mark Quady of the City regarding the sewer/water line work. He noted that they are on-track to finish the first phase June 10. Discussion centered around inconveniences and poor signage. Jerry, Rob and Jason have had numerous emails and phone conversations to get some help in the operational aspects of the signs, getting the approval to lower the amount of notice from 72 to 24 hours for some places. Jerry will be working with Mark on additional signage to clarify the parking status. Jerry also gave an update on parking discussions with Tom Mericle, citing that tomorrow's DOT will be an information-gathering meeting and anyone interested in where DOT is in regards should attend. He discussed the last DOT meeting and the subjects covered, including security on the Knights of Columbus lot behind Jonathan's (camera and light installed), housing/vagrancy subcommittee progress (waiting on Nick Deitch and Jill Martinez for their updates to the City Housing element and proposed meetings with the Social Services Task Force), feedings at Mission Park by a Santa Paula-based organization), sign regulations and enforcement of same. Barbara Asbell noted that there seems to be quite a disconnect at certain other community councils regarding the security/safety uplighting we will be getting, via RDA fundings. Discussion. Suggestion was for Rob to speak with Zoe to get her help in putting together a "council of councils", where all of the community councils can get together to address common concerns and apparent mis-information and perceptions.
- **Organization Committee Report: Sandra Walker** – Sandra reminded us all that she needs participation in her committee. The next newsletter is due in May, articles are needed by board members and others. She reported that slow and small progress has been made on the bylaws, mainly due to lack of committee members. She also spoke briefly about what a great experience the National Main Street Conference was and how much input- and amazing information and data – she picked up.
- **Promotions Committee Report: Seana Weaver** – Seana also stated what an amazing conference it was and what a great opportunity it is to go to the conference and interact with other people doing the same thing we are. The information she came back she is just beginning to absorb, what with catching up with work and all. Rob said we should get a wrap-up from the three of them sometime in the near future. Seana also said that the Ultimate Boarded event is in full-scale GO mode. Massive advertising and marketing is accompanying the event, due to take place next week. The Zodiac Pub Crawl and ArtWalk will take place later this month, and we are on board to cross promote with the City. The co-op ad for the next 805/Ventana will be on Mother's Day. She also mentioned that Hemispheres Magazine, the inflight Magazine on American Airlines, will be sponsoring a 30-page article on Ventura. On April 15 a get-together and kick off for the article will take place at the Crowne Plaza, time to be determined. She will send out a reminder.
- **Finance Committee/Treasurer's report: Greg Smith** – Greg reminded

committee chairs that he needs budget ideas for the next submission to the City. He noted we are currently well under budget on all items, as well as under-expensed. He suggested we consider asking Council to extend the work plan for 6 months, as discussed previously, to help us work on a budget plan for 2009. Discussion. He noted that a lot of the line items in the budget are fund-raising- based items. To that end, Mark informed us that the Kevin Costner/Disney event is on for July 26, with the Century 10 Theater sponsoring the premier of the new film. Kevin and band will be playing in downtown on a block-off'd 500-block of Main.

- **Executive Directors Report (see below)**
- **+ National Main Street Conference:** *I and two board members attended along with 1500 other Main Street-ers from across the country; new ideas for promoting our businesses were discovered and we look forward to sharing those with each of you and the committees.*
- **+ Finance Committee** *will meet before the end of the month to conduct a past and future budget review and prepare for our final 15 months.*
- **+ Permanent funding:** *Attended the property assessment district training; a proposal for outside assistance will be considered by Finance Cmte soon.*
- **+ Ventura City Corps** *have asked me to attend weekly meeting at their new HQ on California St to assist with planning projects. Your input on what is needed for DVO is essential. Committee chairs can suggest projects.*
- **+ Spring Clean-Up:** *Saturday April 12. Expected attendance: 70+. Shifts are from 9, 10, 11 AM. Water and snacks are needed. Twenty teams will be assigned to the twenty planters. Those that wish to undertake the usual trash clean-up will be assigned specific blocks. I need four vols to assist. I also need a secure place to store the plants overnight on Friday. New planters will be ordered after we analyze the budget and could be ordered by May 1. I suggest California Street with lemon trees as centerpiece.*
- **+ Design Committee** *could use a few more members. In the planning stages: lamp post banner implementation process with city staff, PartnerBin implementation and financial support, more planters for Main and Calif Streets, bulletin board design and placement, holiday décor development.*
- **+ Ultimate Boarder:** *Four evenings of events are now planned within 6 different downtown restaurants! 400 block will be under construction as of 1pm Friday April 18. Element of the "Surf &Skate Block Party" consist of a stage with three bands, a 50' skate ramp, 10 artists, surf shops, Woodies. Your teenagers are welcome to participate and work with me as street mgrs.*
- **+ Board retreat:** *A success? Yes! Committee chairs should consider how best to integrate the three outcomes of the analysis into their agendas for the next three months: 1. Permanent funding, 2. External communications, 3. Stakeholder Advocacy. Please have substantive conversations about each.*

New Business - none

Public Comments - none

Meeting adjourned at 10:35 a.m.

The next DVO Board meeting is April 2, 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.