



**Minutes of Board of Directors' Meeting
June 25, 2008**

Affinity Bank Conference Center

Directors present: Chairman Jason Collis, Secretary Jerry Breiner and directors Jim Luttjohann, Mark Hartley, Ed Warren, Maria Fiore, Clarey Rudd, Doug Wood, Glenda Lewis, Seana Weaver.

Directors absent: Vice Chair Dave Armstrong, treasurer Greg Smith, Zoe Taylor, Lori Moll, Jack Carter, Christy Weir, Cheryl Heitmann and Sandra Walker.

Other attendees: Brad Starr & Mark Quady (City of Ventura), DVO Executive Director Rob Edwards, Annie Campbell, Tag Gilbert (Ventura Realty), Sid White (City of Vta), Debora Schreiber (Kalorama Coalition), Marni Brook (Montecito Bank and Trust), David Comden (Ventana / V.C.Reporter), Angela Carroll (KL Equities), and Kic Holland (the Pollux Group).

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

Introductions

Update on sewer/water main work on Main Street - (Brad Starr/Mark Quady)

Questions started from Jason and the board on the current state of the repair work, due to continue at least for another two weeks. Brad said there was planned to be a water shut off tonite at certain areas for tie-ins, but that is being postponed and the City and MGE will let the individual store and/or property owners personally. The work will not be complete by end of the contract period (6/26/08), and the contractor will then be subject to liquidated damages of \$2500/day, in part due to DVO's suggestions at the time we were approached about the work last year. They will be completing the aesthetic work around the meter boxes as well as removing the metal grates this week. The crosswalks will be temporarily remarked until the fall when the paving work takes place. There is a re-placed hydrant now in front of Weaver Wines. Dave Comden will place an update in the Reporter for us (thanks, Dave!). Brad and Mark will return for the July 23 board meeting with final update.

Approval of previous board Minutes – Moved/seconded/passed with changes.

Old Business - none

Committee Reports

- **Economic Restructuring Committee Report: Rob Edwards for Dave Armstrong**
– The Elks cleanup went very well with 25 volunteers cleaning, removing debris and nails and generally sprucing up the place. Many thanks to Lori Moll and Savory Café for their donation of food and drinks, and thanks once again to Kiley Olivier from Gold Coast and Marni Brook from Montecito Bank and Trust for helping with funding and assorted other peripherals! The second cleanup, smaller group, is scheduled for this Saturday, mainly demoing the front garden in preparation for planting in two weeks. Rehearsals have begun with the Rubicon already. Next week's meeting will address possible alternate sites for the future possible relocation of the Farmer's market. Tom Mericle will be attending and ER will tour the downtown to see the sites. The first Restaurant Association meeting took place with about 25 people attending, a terrific turnout said Mark. Jason noted that is mainly a brainstorming event to help set the agenda for the next meeting. It was suggested that wine bars be included in the invitation list, and Rob noted that the committee was going to have some help in setting up the initial database to make sure every restaurant is invited.

- **NEXT Restaurant Owners Association meeting:** within two weeks
 - **NEXT ER committee meeting:** 7/1/08
- **Design Committee Report: Glenda Lewis Greason** – Lighting suggestions were brought forth for the board to see, in consideration of a motion to approve the concept and the funding of them. The price is \$20,000 to light Main from Fir to Figueroa with European festival lighting. Ed asked what it might take to also light California all the way to the freeway, and the answer was “approximately another \$20,000.” We talked about linking it to the August fundraiser, as a way to offset the costs. Question was asked if it needed DRC approval. Rob said he sent in the request for an answer by Friday. Jerry suggested holding off on the purchase if we don’t get an answer, in that typically it takes a lot longer than a week to get an answer on anything up at City Hall, much less something that will require more than one department weighing in on the answer. Rob will inquire from the vendor how much power may be needed, as a way to offset any negative questions we may get regarding same from the City. Motion was made to accept the chosen product and to approve the purchase of the proposed festival lighting, subject to the approval of installation by the City. Passed.
 - Glenda also noted that some of the storefronts on Oak will be redone the week of 7/2.
 - Rob is still working with the City in regards the Refuse-and-Recycling Bins.
 - Benches have arrived for installation, and those who have purchased will be sent notices.
 - The committee did a general walk-around downtown on June 24 to look at potential future furniture locations, including trash cans, bike racks, seats, etc. At the same time, Tom agreed that the concept of widening the sidewalks at certain places might be a great idea for restaurants specifically, citing the reason for the concrete paving was done for just that purpose.
 - **NEXT Design committee meeting:** 7/2
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry discussed last week’s meeting at VPD with Ken Corney, Rob Edwards and Chris Norman of the City Attorney’s office. They discussed a strategic plan, tentatively entitled the DVO ONE-YEAR STRATEGY TO CLEAN UP HEALTH AND SAFETY ISSUES DOWNTOWN. Issues will include the following:
 - Teamwork between VPD, DVO, City and County
 - County judges need to get info from our end of things, specifically regarding enforcement and turning people back on to the streets.
 - Building and Safety code issues (Andrew Stuffer, City)
 - Annual inspections and who has authority
 - Anonymous hotline
 - Panhandling: what is aggressive?
 - ATM- and Restaurant- distances for panhandling alteration
 - Sit-lie regulations and enforcement of same
 - ABC and single-bottle/can sales
 - The camera grid
 - **NEXT DOT committee meeting:** TBA, but probably within two weeks
- **Organization Committee Report: Rob for Sandra Walker** – Rob reminded us about August fundraiser, set for the 10th. It will be a 2 ½ hour event with volunteer recognition, accomplishments update from committee chairs, a silent and a live auction and an after party. Proceeds to go to DVO, entry fee is \$45/person. Board members are encouraged to invite 5 people if at all possible. Jim agreed to print the tickets at VVCB, and Todd Binkley will be the live auctioneer. Rob also reported that the business finance meeting was packed and went very well, very encouraging. Clarey updated us on his promo, continuing through the end of the month, with a discount, part of whose proceeds go to DVO.
 - **NEXT Organization committee meeting:** 7/10, 4:00
- **Promotions Committee Report: Seana Weaver** – Jason began by publicly thanking Seana for all of her hard work and dedication to the committee, and her resignation as committee chair is now final. We are looking for someone who would like to chair the committee, and interested parties should contact Rob or any board member. No committee news to speak of at this point, said Rob, although he has been working on

the new Ventana ad, the new Time Out ad in the VCStar and the Zodiac Pub Crawl for this month. Jim showed us, at long last, the issue of Hemispheres magazine with a huge spread on Ventura in it. Amazing publicity, to be in every flight of American Airlines over the summer months.

○ **NEXT Promotion committee meeting:** 6/30

- **Executive Directors Report: Rob Edwards** – Rob noted that our request to the City to help in the parking management of the Kevin Costner was denied. Discussion. Mark has met with a property owner who is objecting to the event for noise purposes, and discussions continue. Janet Fukomoto from Time Warner did an interview with Rob which will run on CNN Local Edition July 7-8.
- **Executive Committee:** Jason Collis – Jason noted that our next meeting is Friday morning June 27, 9am, at Jonathan’s Restaurant to go over Rob’s work plan and assessment, permanent funding. Mid July will see our next PBID Steering committee meeting, Rob waiting on a full list of property owners from the City. Sid suggested Rob go directly to the City instead of the consultant. Shorter route, and more direct.

New Business - none

Public Comments – none

Meeting adjourned at 10:30 a.m.