



**Minutes of Board of Directors' Meeting
July 9, 2008**

Affinity Bank Conference Center

Directors present: Chairman Jason Collis, Secretary Jerry Breiner and directors Mark Hartley, Vice Chair Dave Armstrong, treasurer Greg Smith, Zoe Taylor, Lori Moll, Jack Carter, Christy Weir, Cheryl Heitmann, Ed Warren, Doug Wood, Glenda Lewis, Seana Weaver.

Directors absent: Jim Lutjohann, Maria Fiore, Clarey Rudd, Sandra Walker.

Other attendees: DVO Executive Director Rob Edwards, Sid White (City of Vta), Debora Schreiber (Kalorama Coalition), Maria Torres (Montecito Bank and Trust), Cathy Patterson and Cindy Ferguson (C & C Gift Baskets).

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

Introductions

Approval of previous board Minutes - Moved/seconded/passed with one abstention (Dave Armstrong).

Old Business -

- **Permanent Funding Source/Rob yearly review** - Vice Chair Dave Armstrong began discussion on DVO funding and Rob's year-end review. Our RDA monies expire/run-out approximately one year from today. Our need for permanent funding is now the primary goal, now that Rob has set up DVO to function in the manner it needs to as a Main Street organization. Rob's focus will be on funding primarily from this point, and every committee and board member will be required to step up to fill gaps in the service Rob has given us so far: nothing should compromise his ability to focus on the funding mechanism. With input culled from the board and committees, the executive committee met with Rob and graded him on performance to date. It was agreed that his work has been exemplary, with the only caveat that he spend additional time with the merchants face to face if possible in his schedule. His new work plan was presented to him for comment, and he will submit an edited version to the exec committee within two weeks.

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** - Dave reported that the second Restaurant Association meeting took place with about 25 people attending, a terrific turnout said Mark. Jason noted that the organization is seeking to work hand in hand with each other and the VPD in self-policing on many issues and communication. The meeting covered a number of topics, including bouncers/security and the proper use of them. Dave also noted that the committee met last week and visited a number of potential sites to relocate the Farmers Market. The best choice seems to be the parking lot behind the current Senior Center at the corner of Santa Clara and Oak. Discussion. The Elks Lodge will have its first performances starting tonight (7/9/08) and we are proud to be a part of this revitalization effort for downtowns cultural tourism climate. There will be press coming out 7/10 regarding the initial shows. nvited.
 - **NEXT Restaurant Owners Association meeting:** 7/22, 3:00pm
 - **NEXT ER committee meeting:** 7/15/08, 8:30am HQ
- **Design Committee Report: Glenda Lewis Greason** - Glenda said the committee

had chosen the light fixtures for the street lights, now Rob has to finish up the discussions with City personnel regarding power. Discussion.

- Rob is still working with the City in regards the Refuse-and-Recycling Bins with the license agreement going to council this month hopefully.
- Benches have arrived for installation: the committee will work on a map for new placement before the next board meeting
- Local artists will be asked for input in creating custom-made local holiday décor, for the first time. Mark asked if it might be possible to put music on the streets. Jerry suggested the possibility of using the WiFi network to beam holiday music wirelessly, though to what speakers remains a question. Discussion.
- **NEXT Design committee meeting:** 7/16, 2:00 HQ
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry noted that the committee will be meeting sometime in the next two weeks, based on information gathering with Ken Corney, VPD. Ken is putting together a task force of City department heads, DVO rep Jerry Breiner, and VPD to go over the myriad changes we deem necessary to bring back downtowns health and safety. Dave Wilson said the cameras are almost ready to go, waiting on updated software and some information regarding the trestle. It may be possible to put a camera on the top of the Crowne Plaza, being able to cover a very wide swath of that part of the downtown. Discussion. The Patrol Task Force, spearheaded by Tom Higgins, will be coming to a future DVO board meeting to introduce themselves and fill us in on their immediate projects. We also discussed:
 - Sewer/water main mitigation – Mitigation funding came up. This was something that Rob, Dave and Jerry had discussed, as a possible way to offset neighborhood business losses during times when things like this are taking place. Rob noted that in Phoenix the neighborhood received quite a bit of funding to help partially mitigate the loss of revenue. Apparently, there is the perception there is a prohibition on using Water funds for this purpose, said Sid. Consensus is that it doesn't make sense for the City to not get involved, in that it is the City's tax dollars that are impacted by overtime work. Discussion. Christy noted the paving contract has already gone out to bid, but Zoe suggested that it makes sense to include in that bid some type of business loss mitigation funding source. It was agreed that the Design committee, with Jerry's help, would come up with a list to present to the Board and then Council in regards.
 - **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. Board members are encouraged to invite 5 people if at all possible. All focus for the time being is on this fundraiser and the committee handling the event will be meeting every Thursday at 4:00 @ Affinity Bank.
 - **NEXT Organization committee meeting:** 7/10, 4:00
- **Promotions Committee Report: Rob Edwards** – No news at this point, the committee has not met since last time, and currently there is no chair. The new Ventana ad was shown along with the spread in Hemispheres. Mark noted that there is a 2-page spread in Coastal Living with Savory Café in it.
 - **NEXT Promotion committee meeting:** 7/28, 4:00pm HQ
- **Executive Directors Report: Rob Edwards** – Rob noted that the invitations for the August fundraiser will be coming out next week in hard copy and digital. He encouraged everyone to send them out to everyone we know. We want 250 people there.
 - **Costner event:** He has met with Elena Brokaw on the concept of allowing merchants to show their products outside during the event and will be confirming with her in the next week. Mark noted that there was mention on TMZ and Entertainment Tonight about the event in the last week. The Star will be doing a feature on it as well. Discussion on camera feeds? Traffic issues:

Jerry noted that his conversation with Ken Corney of VPD was that the police were going to be using barricades and signs but no active personnel. It was later corrected to be that VPD has a contingency plan in place and will be using cadets and other uniformed officers as available. Updated information will be distributed to all downtown business and property owners and we will have the same notice on the DVO website and emailed to our list as soon as it is available.

- **Tree lighting** – There are still a lot of issues, mostly dealing with power to the lights.
- **PBID consultants meetings** – Rob is meeting this week with the consultants as well as property owners and city council members to lobby for inclusion in the district. On July 15, the most recent data dump from the county will give us the current property owners names and mailing addresses.
- **Year-End Review** – Rob thanked the exec committee for their report, much appreciated. He reiterated that we will have a shortfall if we don't collectively raise funds for the organization. The goal of \$90,000 is in our budget, and that's what we need to work for. To that end Rob suggested we consider the idea of adding new board members to fill vacant spots and increase our capacity for getting other things done. He suggested publisher David Comden and restaurateur Jim Rice as potential new directors. Discussion followed on possible conflict of interest with both – it was the consensus that both would need to exclude themselves, as per our bylaws, from decisions that would personally affect their individual finances. It was suggested that the nominating committee (last made up of the exec committee members) decide who should be on the ballot, if anyone but Dave and Jim, and send out the list to the board for consideration and vote at the next meeting.

New Business - Christy mentioned that the City had cut funding from the Grant Park Master Plan and to that end the Grant Park Conservancy will be looking to raise funds to maintain the cross and surrounding area. They will be having a Salsa Dancing contest, in which Christy has agreed to participate in. Discussion. Jason noted that Js will be starting Salsa dancing and classes mid July starting 10pm on Fridays.

Public Comments – none

Meeting adjourned at 10:10 a.m.