



**Minutes of Board of Directors' Meeting
September 10, 2008
Affinity Bank Conference Center**

Directors present: Chairman Jason Collis, Secretary Jerry Breiner, Vice Chair Dave Armstrong, directors Lori Moll, Cheryl Heitmann, Mark Hartley, Glenda Greason, David Comden, Jim Rice, Seana Weaver, Greg Smith, Ed Warren, Christy Weir, Maria Fiore, Jim Luttjohann, Clarey Rudd and Doug Wood.

Directors absent: Sandra Walker, Zoe Taylor, Jack Carter.

Other attendees: DVO Executive Director Rob Edwards, Sid White Brad Starr and Lucho Rodriguez (City of Vta), Marni Brook (Montecito Bank and Trust), Stasiu Geleszinski (Sperry Van Ness), Lucas Johnson (Affinity Bank) and Liat Godwin (Menus2you).

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

Introductions

Jason began the meeting reminding everyone that our meetings are to start at 8:30 and on-time. We lose board members the later the meetings go, and it is imperative we start on time.

He then introduced Brad Starr from the City of Ventura who gave an update on the sewer/water main finishing work and the upcoming paving project. Brad stated the work would begin on the 15th, and the work area extends from Ventura Avenue to Crimea for paving and repair. Due to negotiations with DVO, the contractor will stop ALL work on November 14th, regardless of the status of the work. Brad said he expected the work to be complete by that day, but the drop-dead day DVO negotiated will insure a clean and safe holiday shopping season for the downtown. Lucho Rodriguez, the project manager also spoke briefly. Brad said he would get update notices to Kevin Clerici at the V C Star, so the public at large will have ample notice of work progress. He reported that on September 11, Oak Street would be closed to complete some repairs to the crosswalk area. Discussion. Milling will take place at night and some of the days but only for the residential areas east of Downtown. California will close at 6pm for some night work, and all work will take place Mon-Thurs. There is no cleanup process currently under consideration. Discussion. Jim Rice, Mark Hartley and Jerry Breiner will work with Sid's office regarding possible mitigation subsidies for cleanup of storefronts, City to take on cleanup of the streets and sidewalks PRIOR to the week after the work is completed. Seana asked why the motorcycles spots near Weaver Wines disappeared during the last project – City I aware and will be replacing.

Approval of previous board Minutes - Moved/seconded/passed.

Old Business – none.

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** – Dave spoke about committee member Paul Capra who is actively soliciting regional tenants for the downtown, putting together a marketing package for same. At the Elks/Project Encore the VCReporter's *Best of Ventura* event will take place next week, with all three floors to be used. Jim mentioned that the single biggest impact so far that has come out of discussions is the purchase of 18 radios to be provided gratis by the City of Ventura RDA monies, for the bars and restaurants to communicate with each other regarding problem customers. Discussion. Mark Hartley mentioned that he is speaking with Urban Outfitters about placing a store in the first floor area of the Erle Stanley Gardner Building.
- **Finance Committee:** Greg gave a current status and update on the budget. Discussion. He reiterated the need to fundraise, and next weeks BEACH BALL should be a great start. We discussed the 6-month gap between the funding expiration and the potential start of PBID-funded income, and how we can best address that shortfall. Possibilities to cover the time period include borrowing against the PBID assessments (this is done regularly by other cities who put such plans in to place), line of credit, reallocation of budget items in the short term. He suggested we

don't extend the budget approval any longer. Discussion. Motioned and seconded to approve as written. Passed unanimously. The finance committee will meet next week to address the strategies involved and report back to the board with recommendations.

- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry reported the parking subcommittee met regarding the new changes to the ordinance code, and all members chimed in with suggestions and changes. Tom Mericle has incorporated those in the document to be sent to the City Attorney office. There is close coordination with the PBID committee and the Finance committee to make sure that the long list of items DVO has been pushing for are included on one or the other (or both). Sid asked Jerry to make sure that the Action Team gets the total list as one collaborative list asap. Jerry will send out a reminder to the board to weigh in on their preferences, and the board will VOTE next meeting on those recommendations. Sid described the Action Team as what its name implies: it is an action-oriented team of members and a better way to navigate the system at City Hall. Discussion. Dave Wilson commented that there is no update on the cameras but there was a meeting regarding the trestle with the graffiti coordination for CalTrans. Over the next few months both parts of the trestle (lower and upper) will be addressed by CalTrans and Union Pacific. CalTrans is on board for prevention of further damage, including uplighting – they also have an art committee and there may be a way to incorporate art in the final version of what happens.
- **Organization Committee Report: Rob Edwards** – The Beach Ball is gaining momentum and buzz downtown. The first half hour will be the State of the Downtown address by Rob with the silent auction items and wine available, followed by dinner and music outside and in the Aqua Bar. Tickets are to be sold by each board member, 10 per board member if at all possible.
- **Design Committee Report: Glenda Greason** – Glenda thanked Christy for her work on the trestle. As noted above, if DVO can be a part of the decisions regarding design and art, it will be a win-win for downtown and DVO:
 - Street lighting: Rob reported that the City Attorney's office is finalizing the license for the lights and they know we want it done before Thanksgiving
 - Benches: placements have been made, some alterations will need to occur asap.
 - Rob is working on final insurance items for the golf cart thru VPD.
 - The Oak Street storefront re-do's went very well, marked improvement to the neighborhood. Much thanks to the volunteers and Greg Smith for providing materials.
- **Promotions Committee Report: Dave Comden** – Dave Comden noted that in his eyes, it was vital that awareness of the merchants to participate in community events is paramount, and to that end he is reaching out to them for input and buy-in. He also reported that reps from the V C Fairgrounds will be coming to the next promotion committee meeting to discuss possible cross promotion ideas. He is also in touch with the VCStar to put together an ad package. The next meeting on SEPTEMBER 30 at 9:00am will find the Holiday promotions on the agenda. Open invitation to participate and be a part of the discussion.
- **Executive Directors Report: Rob Edwards** – Rob reported that the gist of his report has actually been addressed in the committee minutes, but just a few extra items:
 - **PBID consultants meetings** – Rob has now had 4 town hall meetings set with the team, The next steering committee meeting is scheduled for September 22, 10AM, Affinity Banks Conf. Room.
 - Planters – some have been moved and some will be moving
 - New Ventana ad – coming out next week

New Business -
Public Comments – none

Meeting adjourned at 10:20 a.m.