



**Minutes of Board of Directors' Meeting
September 24, 2008
Affinity Bank Conference Center**

Directors present: Chairman Jason Collis, Secretary Jerry Breiner, Vice Chair Dave Armstrong, directors Lori Moll, Cheryl Heitmann, Mark Hartley, David Comden, Jim Rice, Seana Weaver, Sandra Walker, Greg Smith, Christy Weir, Maria Fiore, Jim Luttjohann, Clarey Rudd and Zoe Taylor.

Directors absent: Glenda Greason, Ed Warren,, Jack Carter, Doug Wood.

Other attendees: DVO Executive Director Rob Edwards, Sid White and Lucho Rodriguez (City of Vta), Marni Brook (Montecito Bank and Trust), Stasiu Geleszinski (Sperry Van Ness, Deborah Schreiber (Kalorama Coalition), Janet Fukomoto, Annie Campbell, Barbara Asbell and Liat Godwin (Menus2you).

The meeting was called to order at 8:35 a.m. by Vice Chair Dave Armstrong.

Introductions

Old Business – Dave Armstrong gave an update on the executive committee meeting the prior day, noting that the committee had appointed Executive Director Rob Edwards to be the liaison to the DAT (Downtown Action Team) and Jerry Breiner to be Board Liaison. The committee also reviewed the budget for recommendation today. Lucho Rodriguez gave a brief update on the current paving schedule, available online at our site. Dave Comden urged him to make sure his team was aware of relics they may find in their work, and to please preserve them if at all possible. Two railroad-type tracks were found at the corner of Oak and Main (thank you, Michael Faulconer, for paying attention!), and the tracks have been brought to City Hall.._

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

Committee Reports

- **Organization Committee Report: Sandra Walker and Rob Edwards** – The Beach Ball was quite a success, from a number of perspectives. Preliminary results show a net profit of over \$15,000 with approximately 95 tickets sold. The auction brought in around \$7000. At the next Organization committee meeting there will be a wrap-up. Next priority item is the newsletter and there will be an article now on the fundraiser. The marketing seminar, set for end of month, has been postponed indefinitely. Jason and Rob publicly thanked Janet, Marni and Michele for a fantastic job of helping setup and run the evening – a fantastic public event. Zoe noted the message is obviously getting out that DVO is quite active and accomplishing tasks. She mentioned that long-time community leaders who don't normally show up for such things were in attendance, and sign they were interested and – after discussion – very impressed. It was agreed that Rob's presentation was top notch as well, a great effort by all participating.
- **Finance Committee:** Greg gave a current status and update on the budget. Discussion. The question the committee has faced is "how might we go forward, once the PBID passes?". Concept of borrowing against the PBID funding, done in many PBIDs, is one option. The committee believes an 18-month initial budget, starting July 1, 2009, makes the most sense. Discussion. The proposed budget for the last year of DVO was presented. Motion to approve, seconded, passed.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry gave an update on committee progress, including parking committee ordinance changes sent to the City Attorney. Most of the discussion centered around the priority list we will be sending to the Action Team, via Sid White. The points need definition with no ambiguities. Long discussion on list and prioritization. Motion to approve list, seconded, passed. We agreed in consensus to present the entire list, the remainder, as additional requests. Zoe suggested creating a matrix of existing ordinances to see where we might be able to make some headway for the downtown, in terms of altering, requesting enforcement, etc. Discussion. Jerry will email the committee chairs the URL to the municipal code for input.
- **Economic Restructuring Committee Report: Dave Armstrong** – Dave spoke about the great

vibes from our party with new merchants and new faces all over the crowd. He mentioned the CAAN thrift store is now available for lease. Discussions about the Farmer's Market have turned across the street to the parking lot behind Buffalo Records. He also mentioned this coming Saturday nights benefit concert at the Elks and last week's "Best of Ventura" event for the VCReporter.

- **Design Committee Report: Glenda Greason** – Glenda noted that the permit is now in the right hands at the City for the street lighting prior to Thanksgiving's installation. Holiday décor and banners are still on the agenda.
- **Promotions Committee Report: Dave Comden** – Dave reported that holiday promotions were top of the list in committee. A series of unified events, perhaps including caroling are being considered. His ideas of creating a more consumer-centric approach may be worth looking at. He is planning on meeting with the director of the Ojai Film Festival this week at Watermark to discuss possible tie-ins for next year's event. Dave asked that if anyone knew of new businesses opening up downtown to please forward any information to him, as he plans to put an update in the VCReporter. Jim noted that he had met with some of the local radio stations about doing another event downtown, another big concert, perhaps country-oriented this time. Discussion. He also noted a new dress store is opening at the former site of the downtown Payan's Bakery in the 500 block.
- **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 said the preliminary assessment numbers are now available but since they are not yet complete it is important to not quote the fees as set in stone: they can change until the petition goes out. The draft management plan is being completed, and though the attendance for the meetings has been less than expected, the buy-in from the participants seems to be very favorable. Items still on the table are governance and boundaries. Discussion. Q: How current are the parcel numbers/owners information? A: As current as the City could give. Jerry offered to get any update title information from input via the committee members. The current budget being considered is approximately \$455,000, based on current assumptions.
 - **State of the Downtown Beach Ball** – Rob reported that we have raised, as of this moment, over \$15,000. Numbers are still coming in, but by all accounts it was a very welcome and gratifying success.

New Business – Seana mentioned that a palm tree in front of Pretty Things was now missing its crown and suggested replacement. Christy and Jim Luttjohann will be attending at Creative Tourism conference, and she will be going along with Rob to Santa Rosa for another conference next week.

Public Comments – none

Meeting adjourned at 10:25 a.m.