

[GO TO TOP](#)**December 1, 2005**

In attendance today: Jerry Breiner - Re/Max Gold Coast Realtors, Sid White - EDR Manager City of Ventura, Ed Warren - Downtown property owner, Chris Peterson - DVO, Glenda Lewis - DVO, Kari Gialketsis - Interim Planning Manager City of Ventura, Project Manager DTSP, Loretta Merewether - Downtown property owner, Barbara Evans - Downtown resident, Christy Weir - City Councilmember, and Neil Andrews - City Councilmember

Approval of Action Notes for November 17, 2005  
Motion - Ed Warren 2nd - Loretta Merewether - Approved

## Updates:

- " Still waiting on approval for Website name change and to transfer information to new site.
- " Robin Elander still needs to get information to Jerry Breiner.
- " Holiday Lighting is up!
- " Restroom schedule from Dori Boyer
- " Main Street patching underway
- " Trash Enclosures - Out to bid last week.

Kari Gialketsis - Interim Planning Manager, Project Manager - Downtown Specific Plan (DTSP)  
DTSP Draft - Consultants responses due back mid-month. Will then release for public review and comments. Draft may not have full detail for all issues; goal is to have all issues addressed/mentioned.  
Parking Master Plan - New report released in October based on study made 2 years ago, inventory of all public lots and usage.  
New study will address site of future garage, policies and goals, and recommendations to move forward.  
Enforcement of regulation of parking lots is not covered in parking study. Should be addressed in the DTSP

Lighting - Streetscapes were a component of the earlier parking study.  
Parking lot lighting was not addressed in earlier study will be added to policies and programs to bring issue forward.

Newspaper & Magazine Racks - should have encroachment permits. Fees should be used to provide enforcement.

Bike Racks - grant to provide new bike racks of various designs.

Downtown Paving Plan to Council in January '06.

Goals and Requests - Review former DVCC/DOT task list

[GO TO TOP](#)**November 17, 2005**

In attendance today: Jerry Breiner Re/Max Gold Coast Realtors, Sid White EDR Manager City of Ventura, Loretta Merewether Downtown property owner, Ed Warren - Downtown property owner, Barbara Evans Downtown resident, Jim Montgomery Bombay Bar & Grill, and Christy Weir - City Councilmember

**Approval of Action Notes** for November 3, 2005

Approved without exception

**DVCC website**

- Still waiting for approval to change DVCC website to GoVentura.com\DOT for posting of minutes and other DOT related information.

### **Update on Kiosk**

- Need updated Business Listing for kiosk from Robin Elander
- Note of Thank-You to Variety Lighting for supplying light bulbs for the kiosk and Abbey Carpet Warehouse for donation of services in repairing floor and carpeting at the Storefront. Barbara Evans to contact Ventura County Star to offer a public thank-you.

### **Update on Holiday Lighting**

- Slaven Group contract states Holiday lighting to be installed during timeframe of Nov. 1 – Dec. 1. Would be great to have lighting up before Thanksgiving Holiday. Loretta to contact Jerry Slaven

### **Update on Rope Lighting**

- Shipment of bulk rope lighting arrived yesterday. Chris and Russ Bennett to assemble lighting strands.
- Darryl Wager and Mike Montoya have arranged to have a cherry picker and two operators available this Saturday for installation of rope lights on Main Street. Will begin work 6:30 am, need cable ties before that time. Source – Avenue Hardware need 488 pieces. They will be attaching the strand to the top of the trees. Volunteer crew will wind them around the trees and attach at the bottom. Volunteers to meet in the Bank of America parking lot 8am. Expect trees to be completed by noon

### **Update on Restroom Schedule**

- Sid White to provide updated schedule of Restrooms participating in the Public Restroom Pilot Program to Jerry Breiner.

### **Update on Storefront**

- Space planner to provide floor plan for entire area of Storefront.
- Mark Hartley has office space available, 2 - 800 sq ft offices – option for expansion plan

### **Update on Re-Paving Project on Main Street**

- Patching has begun on Main Street, not causing much disruption of traffic and shopper flow.
- Vicki to provide quotes on uplighting of palm trees.

### **Update on Trash Enclosures**

- Dan Fredrickson and Mark Hartley to work with Vicki Musgrove and Ray Olson Scheduled to go out to bid on November 22, 200530-60 days to get contract in place, then to Council. Suggestion to consider using Public Art funds to beautify enclosures. Barbara Evans to contact Denise Sindelar Suggestion that 400 block trash enclosures should be fitted for sewer hook-up, water source, drainage and maintenance
- Need detailed trash plan for Downtown. Should be part of Downtown Specific Plan. Sid White will confirm with Kari Gialketsis.

### **Goals and Requests – Review former DVCC/DOT task list**

- Jerry Breiner handed out listing of goals and responsibilities of former DVCC and the DOT. Need to bring to DVO finance committee, within the next 6 weeks, a proposed budget for next year, need to supply listing of items to be considered for the budget ASAP.
- Jerry requests that everyone log onto website [GoVentura.com](http://GoVentura.com)\DVCC to review listing, then e-mail him your opinion as to what items should be considered for next years DVO budget.
- Suggest additional columns to listing detailing status of item, funding source (current and future), funding amount needed. Listed items should be included in the Downtown Specific Plan
- Streetscape plan part of DSP – lighting of Oak St. should progress past Main St. up to Poli St. Sid White to verify extent of lighting plan for Oak St

## Other Items

Suggestion to look into possibility of opening up blocked area in Ventura Inn facing California St. (old barbershop), make proposition to have area to be used for a Public Restroom facility.

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## October 6, 2005

In attendance today: Sid White – EDR Manager City of Ventura, Jerry Breiner – REMAX Gold Coast Realtors, Barbara Evans – Ventura Architecture Weekend, Loretta Merewether – Downtown property owner, Clarey Rudd – DowntownVentura.org – Bank of Books, Ed Warren – owner of Busy Bee Café, Jim Ludwig – K&L Associates, Jim Luttjohann – Ventura Visitors & Convention Bureau, Glenda Lewis – DowntownVentura.org, Linda Peterson – DowntownVentura.org, and Chris Bennett – DowntownVentura.org

Approval of Action Notes for September 22, 2005

Motion to approve – Barbara Evans

Second – Clarey Rudd

Approved with corrections

Recap of DOT/DVO combined meeting

Responsibilities transferred from DVCC to DVO

DOT to become a committee of DVO

Jerry Breiner named chair of DOT

Make recommendations of projects to move forward

Main Street Approach 4 Areas of Interest:

1) Organization 2) Design 3) Promotion and 4) Economic Restructuring

Recommendations that DowntownVentura.org take on responsibilities of:

Police Storefront

Clean-up parking lot – Pick up trash and weeding along perimeter. 2 people 30 minutes. City Sweeper cleans parking lot on regular basis (Vicki Musgrove) .

Liability insurance needs to be renewed by 10/31/05 – blanket with kiosk, flowerpots, special events, etc.

Organizational Insurance

Change name on lease from DVCC to DVO Funding source is in place. Keep positive public perception,

police presence in Downtown. Potential to build up as more fully utilized resource. Suggestion: Have Dave Wilson invite Pat Miller (or other officer of his choosing) Both to attend next meeting to offer input on issue to committee.

Motion to keep storefront 90-180 days. For Oct 25th meeting of DOV – Ask for volunteers for parking lot clean up and get in line to staff (go through training program) assigning leasing/insurance to finance committee. Clarey Rudd, 2nd Jim Ludwig – approved.

#### Kiosk

Change over license - Update panels as needed – updating in process now

Christie Weir asked DVCB cover cost of replacing Plexiglas. Performance Paint is storing the touch-up paint for the kiosk. Loretta to put owner in touch with Jim Lutjohann Motion to continue with kiosk Linda Peterson 2nd Ed Warren approved.

#### Downtown Flower Pots

39 Pots - Need to re-negotiate contract with landscaper – \$250/month presently, Loretta Merewether to contact landscaper to get a proposal for new contract (1 year), Chris Bennett to get comparison quote and draft an Adopt-A-Pot Program.

Fundraisers – Sponsor Program – contribute money to provide maintenance by service not merchant. Need to maintain control of care/planting of pots. Motion to continue maintenance of Downtown Flower Pots. Jim Ludwig, Linda Peterson 2nd. approved

#### Rope Lighting on Palm Trees/Holiday Lighting

Falls under category of Security and Marketing - Need to purchase soon, seasonal item, will be hard to find soon, very expensive via Internet. Will need to purchase ample supply for replacements. Maintenance – monthly replacement needed due to vandalism. Previously, replacement has been done by volunteers. City responsible for maintaining electrical boxes Suggestion made that this be the last year that the rope lights are in place. Need to begin study immediately for options for enhanced lighting to replace rope lighting. Slaven Group to give Loretta a bid for installing Holiday Lighting as well as replacing white rope lighting. Motion to keep rope lighting in place for 1 year. Purchase 200 replacement rope lights. Enhanced lighting options to be investigated. To develop a Permanent Lighting Plan. Barbara Evans Ed Warren 2nd approved.

#### Insurance

Motion that DVO should handle general liability insurance. Jim Ludwig, Ed Warren 2nd approved.

#### DOT Accomplishments

Jerry Breiner handed out a listing of DOT accomplishments with a suggestion that this be included with presentation on Oct. 25 Goal of listing to keep attention on items & issues so that they do not fall off the radar. Suggested some changes to format to avoid confusion of various names and organizations. Discuss with Christie Weir and Greg Smith re: incorporation of information into PowerPoint.

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## September, 22, 2005

In attendance today: Saul Aguilar; City Managers Office - City of Ventura, Robin Elander ArtWalk/Alive After 5 Cultural Affairs - City of Ventura, Christie Weir City of Ventura Councilmember, Sid White EDR Manager City of Ventura, Dave Wilson City Manager Office - City of Ventura, Jerry Breiner Downtown

Community Council and Ventura Architecture Weekend, Barbara Evans Ventura Architecture Weekend, Rene Feresi Downtown resident, Doug Halter Ventura Chamber of Commerce, owner of Villa Tasca, Loretta Merewether Downtown Community Council & downtown property owner, Clarey Rudd Greater Historical Downtown Association Bank of Books, Ed Warren owner of Busy Bee Café, Jason Collis DowntownVentura.org, Glenda Lewis DowntownVentura.org, Linda Peterson DowntownVentura.org, and Greg Smith DowntownVentura.org

### **Approval of Action Notes** for July 14 & August 11, 2005

Motion to approve – Jerry Breiner

Second – Ed Warren

Approved

### **Overview of DVCC**

Downtown Ventura Community Council – has made decision to disband and give support to DowntownVentura.org. (DVO) Would like to hand over projects and responsibilities to DVO.

Hand out listing of Annual Expenses - \$16,000 and Responsibilities, Mission Statement, and By-laws of DVCC

### **Storefront**

- Initial goal was to develop Downtown Community Center Rent \$700 (\$100 discount if in by the 3<sup>rd</sup> of the month) DVCC has paid rent up through October. Loretta to contact anonymous donor pays rent 3 months at a time, DVO must be able to accept a check have account established - Responsible for cleaning parking lot, weed abatement and building maintenance ; doors, plumbing, etc. Need to change name on lease by end of October Need to provide insurance by end of October Owners of building Bush Trust require 60 notice
- Storefront staffed by volunteers – coverage is sometimes spotty

### **Kiosk**

- Keep windows current Replace Plexiglas as needed - \$200-250 per panel. Maintenance – remove graffiti, light bulbs, etc. Need to maintain insurance
- VCB & Jerry Breiner have keys to kiosk

### **Potted Plants**

- Tend to twice a week – water and cleaning
- DVCC has given 30 day notice to landscaping company – Feldman Landscaping will consider continuing contract with DVO

### **Rope Lighting**

- 115 trees Rope lights seasonal item – available in October – good idea to purchase back-up supply for replacements
- Jamie Kuhl has work-order to check and repair all electrical boxes

### **Holiday Lighting**

- Need to sign new contract – contract covers installation, take down and storage Need to schedule installation

- Still have many lighted poinsettias for sale – fundraising item

## Insurance

- Paid through November 30<sup>th</sup> Great American Insurance Co. – Broker Eric Strassforth Tolman & Wiker Co. – General Liability \$1674. Premium – \$1000. Deductible
- Coverage on Storefront – Flower Pots – Kiosk – Lights – Special Events

## DVCC Donation Parting Gift

- Cowtown Mile raised \$5,000 purchased 4 state of the art bike from Shoreline Bicycles

**Loretta willing** to continue efforts as storefront liaison, help transition Holiday Lighting contact with Jerry Slaven, serve on Finance Committee and serve as an Advisory Resource. Doug Halter (after December) and Jim Ludwig also available as advisory resource.

DOT Accomplishments – working with City on various projects

Trash Enclosures

Restroom Program

Lighting Improvements

## Hand out copies of DOT Mission Statement

Transitioning DOT & DowntownVentura.org Jerry Breiner

- Focus on 4 categories: Promotion – Finance – Fundraising – Operations Ventura Beautiful, Hillside Conservancy, etc. use DOT as sounding board; suggestion not to completely dissolve DOT. Dave Wilson propose that he take lead as City Staff liaison between DOT/DVO – Bring to meetings other Departments and staff as needed (CD-PW) Need to appoint DOT Chairman
- DVO to take on responsibilities of former DVCC

Focus Topics

- Peter Brown wanting to give presentation on Program Housing and Artspace Project Downtown Specific Plan – Form Based Code – get comments to Kari Gialketsis Wayfinding – Signage Issues
- Connecting Downtown to Harbor – covering freeway

Cops on Bikes program

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## August 11, 2005

In attendance today: Jim Ludwig – K&L Associates, Interim Chair for DOT, Sid White – EDR Manager City of Ventura, Clarey Rudd – Greater Historical Downtown Association – Bank of Books, Jerry Breiner – Downtown Community Council, Seanna-Marie Weaver – Weaver Wines, Christie Weir – City of Ventura Councilmember, Robin Elander – ArtWalk/Alive After 5 Cultural Affairs City of Ventura. (May not be a complete listing of all in attendance – Roll call not on tape)

DowntownVentura.org – Clarey Rudd

Financial group met Tuesday – goal to raise \$250,000 by November

Need to decide which non-profit format 501-3C, 501-4C etc. – will discuss further next Tuesday.

Marketing Task Force forming

Discussion of DOT becoming a subcommittee of DowntownVentura.org

Discussion of roles and involvement of members of DOT in DVO – discuss appointment of sub-committee chairs (trash enclosures, marketing, lighting)

Plans for another large community meeting to be scheduled possibly in November.

Full meeting not recorded – complete notes are not available

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### **July 14, 2005**

In attendance today: Jim Ludwig – K&L Associates, Interim Chair for DOT, Sid White – EDR Manager City of Ventura, Clarey Rudd – Greater Historical Downtown Association – Bank of Books, Robin Elander – ArtWalk/Alive After 5 Cultural Affairs City of Ventura, Loretta Merewether – Downtown Community Council & Downtown property owner, Rick Stewart – Palermo, Dustin Duran – ED&R City of Ventura, Christie Weir – City of Ventura Councilmember, Jim Luttjohann – Ventura Visitors & Convention Bureau, Seanna-Marie Weaver – Weaver Wines, Barbara Evans – Ventura Architecture Weekend, Jerry Breiner – Downtown Community Council, Jim Montgomery – Bombay Bar & Grill, Renee Feresi – Downtown Property Owner, Ken Rose – Greater Historical Downtown Association, Ed Warren – Busy Bee Café, Glenda Lewis – Coldwell Banker, Tom Mericle – Engineering City of Ventura, Dave Wilson – Ventura Police – City Managers Office City of Ventura.

Approval of Action Notes for June 30, 2005

Motion to approve – Jim Ludwig

Second – Ed Warren

Approved

Downtown Operations Team – Discussion re: Appointing New Chair

Doug Halter resigned with regret his Chair on the DOT. Jim Ludwig has agreed to sit in as Interim Chair. Nominations for Chair – more detailed conversation at later meeting. Give time for recruitment, discussion, and thought. Should be in Downtown area daily, ready to give commitment of time, and continuity of attendance.

Possibility of DOT being absorbed into Downtown Inc. maybe to serve as a sub-committee to Downtown Inc.

Do not want to loose momentum of DOT

Downtown, Inc. – Clarey Rudd

Adapted Main Street Program to Ventura – Program gives clear direction.

Sid to give additional copies of Professional Guide to Downtown Main Street Approach to Dave Wilson for Tuesday meeting. Have been offered free office space & office equipment. Attorney has offered some legal aid.

Official name: DowntownVentura.org

Structure for Board of Directors:

15 member board – 5 Merchants, 3 Property Owners, 2 Residents, 2 Professional, 1 City Council, 2 At-large Members. On a 1-2-3 year cycle. Potentially 5 new board members per year. Slate of 16 names: Cynthia Bowman (Fusion), Clarey Rudd (Bank of Books), Jason Collis (Jonathans), Keith Richardson (Things from Heaven), Jack Carter (Antique Collector), Greg Smith – property owner, Glenda Lewis – resident/professional, Christy Weir – City of Ventura Councilmember, Mark Hartley – property owner, Dan Fredrickson – property owner, Ed Warren (Busy Bee), Seanna-Marie Weaver (Weaver Wines)/professional, Linda Peterson, Jerry Breiner – at-large, Jim Luttjohann – at-large, Chris Bennett – professional. Received 75 names or interested parties from the 6/14/05 meeting, notices of

election/meetings were sent to all and only a few responded.  
DOT Approval for listing – Motion – Clarey Rudd. Unanimously approved.

SCAT Bus Design – Jerry Breiner

· Jerry passed out proposed designs for SCAT Bus that is to go into play in October.

Fare 1.25 one-way. 40-minute loop from Harbor to Downtown and back, 7-days per week. Stops are timed with interface with other bus routes not Amtrak. Concern that stops are not where people are and where they want to go. Route has already been approved, 6 If bus proves successful may be able to get trolley or second bus added with different schedule. Give listing of preferred locations for stops and input on bus designs to Dustin Duran dduran@ci.ventura.ca.us before next meeting. Group was split on Design #1 & #2

Bike Racks – Tom Mericle

Continue use of ball rack - standard bike rack for City of Ventura. 200 racks for Downtown, Mid-town, and Westside. Looking for input on specialty racks. Design and placement. Would like to have about 3-4 racks per block. Will circulate draft plan to DOT when complete. Big fish at California Plaza and on Pier – Running Man at Promenade in various locations – Music Notes (assortment) at Mini Park & Cultural areas – Biker at Patagonia – surfer design at Surfer's Point – Artist Pallet near Fiore's – larger rack under canoes at parking structure – additional ball racks outside Weaver Wines. E-mail comments on designs and placements to Tom Mericle at tmericle@ci.ventura.ca.us.

Downtown Ventura featured in Eating Magazine;

Specifically they reviewed Café Fiore, Jonathan's, Westside Cellar, 71 Palm, Café Zak, and Austin's at Pierpont. Upcoming Agenda Items:

Program Housing to be on agenda at later meeting, no specific date set. Will need to have time to line up Community Services – Peter Brown and Inspection Services – Brian Clark. Downtown Parking Strategy – Patrick Siegman presentation scheduled for next meeting 7/28/05.

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## June 16, 2005

In attendance today: Doug Halter, Ventura Chamber of Commerce, Downtown Redevelopment Committee and owner of Villa Tasca, Sid White – EDR Manager City of Ventura, Clarey Rudd – Greater Historical Downtown Association – Bank of Books, Robin Elander – ArtWalk/Alive After 5 Cultural Affairs City of Ventura, Loretta Merewether – Downtown Community Council & downtown property owner, Rick Stewart – Palermo, Jim Ludwig – K&L Associates, Dustin Duran – ED&R City of Ventura, Christie Weir – City of Ventura Councilmember, Jim Luttjohann – Ventura Visitors & Convention Bureau, Seanna-Marie Woods – Weaver Wines, Barbara Evans – Ventura Architecture Weekend, Jerry Breiner – Downtown Community Council, Jim Montgomery – Bombay Bar & Grill, Renee Feresi – Downtown Property Owner.

Approval of Action Notes for June 2, 2005

Motion to approve – Jim Ludwig

Second – Jerry Breiner

Approved

Downtown, Inc. – Clarey Rudd

· Great turn out @ meeting.

- Positive feedback
- We're left with where do we go from here???
- How do we organize & operate
- Funding is part of the foundation for operating Downtown, Inc.
- Taken a few month's up to this point
- o The process was a good foundation
- o Next few meetings will be able to tie everything together
- o Combination of issues that need to be incorporated to get a common consensus:
- By July – rough draft of structure for management – includes funding options.
- o Discuss boundaries, issues that need to be addressed, etc.
- Need to pick and choose which by laws and organizations have worked.
- Grassroots will be a big help to get this organization off the ground – everyone recognizes something needs to happen now!!!
- Good results from small groups on Tuesday's public meeting.

Downtown Subcommittee - - Trash Talk" Update – Dustin Duran

#### Trash Receptacles

- State Department of Conservation received our grant application.

We are not eligible to receive funding.

- Receptacles are currently on the corners of Main & Chestnut, California, and Oak. Each receptacle is a different hue (blue, brown, and gray).
- Receptacles hold twice the capacity as existing receptacles, can be emptied with mechanical lever, and are currently being tested for aesthetics and vandalism. Public comment is encouraged.
- May be used at intersections only, since Harrison will not be able to empty the receptacles between intersections due to parked vehicles.

#### Trash Bins

- Suggest mandating trash service for Downtown merchants – will provide comments to Downtown Specific Plan Committee (DTSP) scheduled for adoption in December 2005.

#### Trash Enclosures

- Confirmed funding for enclosures – RDA funds available.
- Engineering to design enclosures within a few months.
- Environmental and Maintenance issues being addressed prior to design.
- Drafting letter and to help get merchants and property owners on board – maintenance is the key issue

to successful implementation of communal enclosures.

DOT Subcommittee - Lighting - Dustin Duran & Jeff Hereford

Rope Lighting

- Facilities will fix any broken electrical boxes – DVCC to track broken electrical boxes.
- Will order stock of rope lights after July 1st for palm trees along Main & California – DVCC will provide labor to install lights.

Side Streets

- Edison will install 3 new lights along Oak St. between Main and Santa Clara within the next two months.

Long Term

- Community Development Staff asked City Council to set aside \$600,000 for Oak Street Improvements from RDA funds since improvements are an Economic Development Strategy action item and is proposed for Adopted Capital Improvement Project Plans.

Downtown Specific Plan (DTSP)

- Asked the group to think of guidelines, standards, or suggestions to include in the DTSP, which is up for adoption in December 2005.

Program Housing Discussion

- Concerned about population in Downtown that has Section 8 housing and affordable housing allocations, which is heavily distributed in Downtown versus other areas in the City and County.
- Research how motels have been allowed to stop paying TOT and have become living space in downtown without RGMP allocations.
- RGMP can be avoided by not building a "unit" – where a unit is having a kitchen.
- Motels avoiding TOT taxes as well as RGMP. Irony is that legitimate homeowners are sometimes denied the ability to have a detached room for fear that it may be rented out – however motels are doing just that.
- Staff still researching more about Motel issue. (Dustin Duran)
- May find that motels are in violation.
- Code Enforcement and whose precedent overrides – City or Civic
- It cannot discriminate and has to apply equally across the board.
- Tracking this issue with new code that is going to come out with the new Specific Plan.
- Contact Point of Specific Plan is Ann Daigle, Urban Development Manager. Need to get on paper any comments or concerns in order to track communication regarding Program Housing and Downtown issues and how they relate to Specific Plan.
- Homeless and Section 8 housing – We want to help those that are in need. We just want it done in a responsible way that doesn't impact the quality of life for the rest of the community. That's the issue.

Other comments/discussion:

Sid W. --- Flyer submitted of conference by California Downtown Association being held in Palm Springs – September 2005. This organization has been around for a long time. It would be very beneficial for someone to attend.

These conferences are extremely valuable because you don't reinvent the wheel as well as in terms of how Downtown Districts work.

Details are available on website listed on flyer, will have more information at next meeting. Sid suggested that the banks may have scholarships available for Downtown meetings and he could have one of his staff attend. It was discussed that it would be great that someone from the Downtown Steering Committee (i.e. Clarey's subcommittee) attend to benefit from what has happened elsewhere.

Agenda items for next week include:

- Conditional Use Permit Update – Dustin Duran, Assistant Planner
- Nelson/Nygaard Downtown Traffic Management Plan – Dave Armstrong, Downtown Project Manager

Meeting Adjourned

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## May 19, 2005

In attendance today: Doug Halter, Ventura Chamber of Commerce, Downtown Redevelopment Committee and owner of Villa Tasca, Sid White – EDR Manager City of Ventura, Clarey Rudd – Greater Historical Downtown Association – Bank of Books, Robin Elander – ArtWalk/Alive After 5 Cultural Affairs City of Ventura, Loretta Merewether – Downtown Community Council & downtown property owner, Rick Stewart – Palermo, Dave Wilson – City of Ventura – Police/City Managers Office, Jim Ludwig – K&L Associates, Dustin Duran – ED&R City of Ventura, Christie Weir – City of Ventura Councilmember, Jim Luttjohann – Ventura Visitors & Convention Bureau, Brian Haworth – ED&R City of Ventura, Seanna-Marie Woods – Weaver Wines, Mary Joyce Ivers – Fleet & Facilities Superintendent City of Ventura, Vickie Musgrove – Maintenance Service Manager City of Ventura, Barbara Evans – Ventura Architecture Weekend, Kevin Colin – Senior Planner City of Ventura.

Approval of Action Notes for April 21, 2005

Motion to approve – Clarey Rudd

Second – Rick Stewart

Approved

Vicki Musgrove

Parking Structure Maintenance Mary Joyce Ivers – 652-4539

- Maintenance janitorial services 7 days/week, trash pick up 6 days/week, site inspection 5 days/week
- Cleaning aspect of structure major concern – comment made that have been bags of garbage left outside the elevator, landings of staircases dirty (feces), elevator has urine odor.
- Plans to hire 2 ambassadors in place of 1 cleaning person to primarily cover the downtown area on weekends – slated to start July 1st.
- Suggestion made that check to be sure that janitors who service facilities are equipped with proper equipment and supplies.

- ADSIL concrete sealer – suggested for use in facilities to help with cleaning and odor control.
- Plan to meet with janitor staff to review supplies (do they have the proper supplies to effectively handle tasks) and procedures, review report of times in and out of facilities.
- Please call Vicki if there are any concerns with service, street cleaning. Sidewalk cleaning is done on a schedule, but if there is a problem, spot cleaning is available if they are called.
- Cannot wash sidewalks and allow wastewater to flow into storm drains. Per storm water regulations, only storm water can go down the storm drains. Can only wash sidewalks if water is recaptured. \$10,000 fine for dumping into or allowing other material to wash into storm drains.
- The City has received a grant to divert storm drains to the sanitary sewer system for treatment. Will be diverted during dry weather.
- Suggestion that storm drain limitations should be incorporated into the Business License process. Provide suggestions for
  - June 6th Budget Discussion – offer response and/or alternatives to proposed cuts to street sweeping Downtown. 155,000 cut from budget, approximately \$100,000 is for downtown street sweeping.

#### Downtown Inc. – Update Clarey Rudd

- Clarey handed out copies of survey
- Survey has been walked to all merchants and professional individuals downtown, mailing to 140 other businesses that were listed as having a business license downtown.
- Meeting to be held June 14th at the Bridge – American Legion at Santa Clara & Palm
- Doug Green will serve as facilitator of the meeting.
- Downtown restaurants to provide food for the 6/14 meeting

#### “Trash Talk” – Update Jim Ludwig

- Grant in for specialty recycling bins. Expect response within weeks.
- Bigger trash containers for sidewalks have been ordered and on the way. (trial basis)
- Communal trash enclosures: parking garage, oak street, and the alley in 500 block of Main Street.
- Dustin is conducting an inventory of businesses who has trash service and who does not. If not, how is trash issue handled?

#### Downtown Lighting – Updates Loretta Merewether

- Rope lighting – total of 107 replaced in Nov/Dec 04. 73 need to be replaced again. Many electrical boxes damaged as well.
- Need to look into alternatives to rope lighting. Downtown Specific Plan will be complete by end of year. Streetscape & lighting design will be part of the plan. Looking for short-term option.
- Comments addressing issues of street lighting should be in letter form and be addressed to Ann Daigle or Kari Gialketsis.
- Need to maintain rope lighting and try to make electrical boxes more vandal proof. Should do a regular

monthly check, repair and replace as needed.

- Most vandalism occurs in the areas of Main Street between Fir & Chestnut, Main Street between Palm & Figueroa, and California between Thompson & Santa Clara.
- Might consider turning off power after a certain hour, may help with vandalism if they are not on.
- 3 cobra lights soon to be installed on Oak Street. Cost estimate \$30,000.
- Loan payback – 1 million into the RDA budget. Funds will be used for Oak Street improvement and Restrooms.

#### Downtown Projects Update Kevin Colin

- Presentation of PowerPoint. Projects that are coming in the very near term. Santa Clara Court, Palm & Poli condos, Museum expansion and the Olson Project.
  - Santa Clara court project example of difference between traditional zoning and form based coding. 27 condos with flex space at ground floor. Going to DRC next week. Main Street architects.
  - Palm & Poli – Hartman House retained. 2 levels of underground parking, 16 units of housing. Going to DRC soon. Concern regarding internal corridor and cohesiveness of elevations of buildings. Tyson Cline design.
  - Museum expansion – archeological issues resulting in need to move building footprint. Provide storage, expanded gallery space.
  - Olson Co. Project. Road added thru center of project to help subdivide project.
- Incorporates 4 different building types, live/work, courtyard housing, stacked housing and row houses. Will provide true frontage, easy understanding of address. Underground parking.
- New office building near Café Fiore

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### **March 10, 2005**

In attendance today: Doug Halter, Ventura Chamber of Commerce, Downtown Redevelopment Committee and owner of Villa Tasca, Sid White – EDR Manager City of Ventura, Clarey Rudd – Greater Historical Downtown Association – Bank of Books, Tyson Cline – local developer, VC Green Building Council, Robin Elander – ArtWalk/Alive After 5 Cultural Affairs City of Ventura, Loretta Merewether – Downtown Community Council & downtown property owner, Rick Stewart – Palermo, Jerry Breiner – Downtown Community Council, St. Patrick's Day Committee, Dave Wilson – City of Ventura - Police, Tom Mericle – Traffic & Transportation City of Ventura, Jim Ludwig – K&L Associates, Stephanie Foster – Ventura , Dustin Duran – ED&R City of Ventura, Christie Weir – City of Ventura Councilmember, Pat Miller – Chief of Police City of Ventura, Sgt. Chris Hart – City of Ventura - Police, Officer Chris Landavazo – City of Ventura - Police.

Approval of minutes for February 10, 2005

Motion to approve – Jerry Breiner

Second – Rick Stewart

Minutes approved.

### Downtown Inc. – Update Clarey Rudd

- First meeting scheduled for March 22, 2005 Anacapa Conference Room at City Hall.
- 5 people have accepted a position on committee.

### Discussion on Community Policing Pat Miller

and Related Issues Chris Hart (805) 339-4369

### Riverbottom Sweeps

- Latest riverbottom sweep conducted in February. Over the past 8 – 9mos officers have made contact with 100 people, arrested 15, and issued several citations. Removed seven 40-yard dumpsters of trash; refuse contained car batteries, empty paint canisters, and syringes.

### Downtown Foot-patrols

- Nov – Jan. 6-8 hr/day, 700 hrs worked, 22 arrests, 172 field interviews, 80 citations, 184 business contacts, 178 clearance of parking structures. Overall impact on Downtown area - 15% reduction of incidents.
- Flip side – officers pulled from school resource officers, gang enforcement officers, motor patrol officers – incidents on campuses rose 17%
- Will try to maintain random foot-patrol in the downtown area. Will continue the Friday and Saturday night patrol with overtime assignments.

### Volunteers in Policing Program

- Last year 84 volunteers donated 12555 hrs savings to City \$250,000.
- Cost to residents of Ventura 0.69 for police service, they pay 0.63
- Uniformed personnel create an environment of safety.
- Volunteers in Policing Program – 7 people already in training. Placing people in downtown, school, and in mall. Positions needing high visibility, volunteers are not to engage in situations of confrontation. Hope to have volunteers in place by May.
- Volunteers will not be replacing officers; they are to assist in various ways to ease the demands on patrol officers.
- Assist with front desk, clerical services, traffic control, infrastructure checks, vacation checks, ambassador programs, and parking programs.
- Applicant requirements – at least 18 years old, valid Drivers License, in good health, pass an extensive background check, and give a commitment of 16 hrs per month.
- Volunteers will be in uniform with special badge, flashlight, radio, and be provided a specially marked car.
- Volunteers will go through an 8-week training course, attend the Citizens Academy, be instructed in report writing, direct training with officers - ride-alongs.
- Assignments at start-up will be citywide; goal is to have enough to commit volunteers to specific areas.

### “Trash Talk” – Update Dustin Duran

- Met Monday 3/4/05 with sub-committee: Vicki Musgrove, Ray Olsen, Jim Ludwig, Loretta Merewether, and Stephanie Foster.

- 40 receptacles throughout Downtown – situated every ½ block.
- Noticeable majority of street litter – Ben & Jerry containers, movie drink cups, cigarette butts around Dargen's
- ABC licensing requires that business is responsible for collecting/maintaining (cigarette) litter generated by their business.
- Ashcan & recyclable trash receptacles needed in specific locations throughout Downtown – example of receptacle at the Pier.
- Many merchants are dumping their daily waste into the nearest trash receptacle on the street; Harrison does not collect on Sunday. This dumping has created an overflow problem. Vicki Musgrove will be assigning 2 part-time workers to service the Sunday overflow beginning in July.
- Sub-committee to meet again in two weeks, goal to identify areas for trash enclosures. Dustin Duran looking into suggestion of a Trash Service Program, where City bills businesses for service on a pro-rated basis (based on amount of refuse generated), and funding sources for constructing and maintaining trash enclosures.

#### Downtown Kiosk Info – Update Jerry Breiner

- Kiosk panels are complete, should be installed tomorrow. Need to verify correct locations for public restrooms.

#### Downtown Bike Racks Tom Mericle

- To be addressed at next meeting.

#### RDA update Doug Halter

- Meeting rescheduled to meet March 17th at EP Foster Library. Meeting focus – Reviewing Form Based Code.

#### New Items

- NEW BLOG - [www.VenturaVoice.blogspot.com](http://www.VenturaVoice.blogspot.com)
- Suggestion - Would like to start getting periodic reports from Downtown businesses and restaurants as to how they are doing.

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## February 10, 2005

In attendance today: Doug Halter, Ventura Chamber of Commerce, Downtown Redevelopment Committee and owner of Villa Tasca, Sheryl Lunsford – Ojai International and Ventura Beautiful, Clarey Rudd - Greater Historical Downtown Association – Bank of Books, Robin Elander – ArtWalk/Alive After 5 Cultural Affairs City of Ventura, Denise Sindelar - Cultural Affairs City of Ventura, Rick Stewart – Palermo, Jerry Breiner - Downtown Community Council, Loretta Merewether - Downtown Community Council & downtown property owner, Brian Haworth – ED&R City of Ventura, Sid White - EDR Manager City of Ventura, & Jim Luttjohann - Ventura Visitors & Convention Bureau.

Approval of minutes for January 27, 2004

Motion to approve – Denise Sindelar

Second – Sheryl Lunsford

Minutes approved.

Mission of the DOT

Doug Halter – distribute hand-out detailing structure – purpose of DOT

Who makes up the DOT? Is the DOT to be a recommending body or a task oriented body? Both?

Leaning more toward Advisory Council or to a Downtown Inc. Downtown Inc. would need at least a ½ time staff person to manage

Volunteers are vital, however not suited to manage long-term, larger issues.

Policy recommendations, Suggestion that there should be an Agenda item for every meeting regarding an Update from various organization or individuals on pertinent issues not address by DOT. Can then move into an task for DOT if seen to be a mutual concern.

DOT should be a lobbying power to City Council

Downtown Organization – Downtown Inc.

Downtown Charette

Suggest RDA Budget – funding for staff person for Downtown Inc.

Concern that if City staff person or City funded staff person – appearance of conflict of interest, not impartial.

Will need more than one funding source.

Problem – no one as to date has stepped up with funding.

Downtown Inc. – Steering Committee

Form sub-committee to bring forth recommendations as to candidates to serve on Steering Committee

City funded consultant to head-up Downtown Inc. help set priorities.

Suggest that representatives from museum and cultural arts foundation need to be on the steering committee.

Sid to offer up a couple of interns from City Managers Office to help with research and various tasks

Sub-committee to set up structure of how to move forward, timeframe, who to outreach to and/or name potential people to sit on steering committee. Report back to DOT – Agenda Item: update at every meeting.

Clarey Rudd to chair sub-committee. Sheryl Lunsford, Jim Lutjohann also to sit on committee.

Members of DOT to forward names (with focus) to Clarey of persons who may be interested in serving on Downtown Organization.

Will need to consider which type of incorporation best suited; LLC, C-3, C-6, Property Management

Jim Lutjohann - distribute handout WACVB Quick survey Summary re: BIDs/JPAs. Who has an established system in place, who is considering, and who has researched the concept.

Sheryl Lunsford to draft Mission Statement for DOT

Agenda Items for Upcoming Meetings

Need an update on Task List

Copies of the Agenda and Approved Minutes to be sent to Shelly Brown to distribute to the Councilmembers.

Loretta to photograph areas of litter problems, trash receptacles and areas. Need to base as to what merchants are currently handling trash disposal, Vickie Musgrove may have information necessary.

Funding from Economic Development for updating kiosk listing

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## January 27, 2005

In attendance today: Doug Halter, Ventura Chamber of Commerce, Downtown Redevelopment Committee and owner of Villa Tasca, Ray Olson – Environmental Services City of Ventura, Denise Sindelar - Cultural Affairs City of Ventura, Robin Elander – ArtWalk/Alive After 5 Cultural Affairs City of Ventura, Jim Ludwig – Downtown Community Council and KL Associates, Vicki Musgrove – Maintenance Services City of Ventura, Dustin Duran – ED&R City of Ventura, Rick Stewart – Palermo, Brian Haworth – ED&R City of Ventura, Jerry Breiner - Downtown Community Council, Barbara Evans, Downtown Community Council, Ventura Architecture, Loretta Merewether - Downtown Community Council & downtown property owner, Sheryl Lunsford – Ojai International and Ventura Beautiful, Sid White - EDR Manager City of Ventura, Peter Brown – Civic Engagement City of Ventura, Elena Brokaw-Myles Community Services City of Ventura, and Chris Velasco – vice-president Artspace.

Approval of minutes for December 16, 2004

Motion to approve – Jim Ludwig

Second – Jerry Breiner

Minutes approved.

“Trash Talk” Vicki Musgrove 652-4518 vmusgrove@ci.ventura.ca.us

Ray Olson 652-4525 rolson@ci.ventura.ca.us

Existing Level of Trash Service (LOS)

Is LOS sufficient?

40 cans in core of downtown (California & Main) 60 cans outside core. Placement of cans every ½ block throughout downtown. City crews out daily to remove overflow of trash in cans. Crews out every day, 5:30am, picking up trash from the night before.

Suggestion that more recycle bins and ashcans be placed on the streets. Planters often used as ashcans

The City has about 8 recycle containers that could be made available to downtown merchants. Container to be maintained by merchant.

City is exploring options for ashcan/trash containers, must be very sturdy, vandal proof and rust resistant. Cost of containers, \$1200-1600 each (funded by grant money).

## Trash Receptacle Placement

Why the elimination of some receptacles?

Budget Issues: Needed to cut cost to maintain budget. Maintenance cost for each container is about \$2,000/yr. Service provides daily pick-up (Mon.-Sat.)

Is the existing placement sufficient?

If not, how can it be improved?

With initial removal and replacement of cans, there were only 2 complaints; both were addressed and resolved. No additional complaints have been received.

40 cans in core of downtown (California & Main) 60 cans outside core. Placement of can every 1/2 block throughout downtown.

Some businesses generate more sidewalk litter. Dargan's - noticeable problem regarding cigarette butt litter - Movie Theater generates a lot of cold drink cups.

Suggestion that business that generate more litter should provide and maintain own receptacle to ease problem.

Want to keep consistency of appearance.

Encroachment issues.

Bins on Oak St./Other Problem Areas

Maintenance Responsibility

Owner vs. City vs. Harrison

City agreed that 3-4 businesses to share bins located in city parking lot. City crews maintain grounds around bin.

Hollywood health spa dumps trash in front of bins. Several complaints have been made, no citations ever given.

Suggestion that ordinance be passed that in order to rent commercial space downtown, you need to have plan for tenant trash disposal.

Recyclable trash program - Uni-cycle, no addition charge for service. All non-recyclables need to be bagged to prevent contamination of recyclable material. Ron Olson to contact Harrison to make sure that bins are on Uni-cycle program.

Suggestion that City develop program that bills merchants for trash services:

Regular maintenance of bins - ie. routine steam-cleaning

Non-recycle material to be double bagged

Daily dumping

Equitable charging to businesses - ie. restaurants to pay more than gift store.

What can the City do to alleviate the issue? How can the DOT help?

Need to form committee to discuss/evaluate short-term and long-term options for managing trash/litter

issues for downtown. Short-term evaluate placement of existing trash containers and add cans where needed. Long-term; acquisition and placement of special trash receptacles, implementation of Trash Pilot Program and participation from businesses, and funding source.

Doug Halter, Loretta Merewether, Rick Stewart, Jim Ludwig, Vicki Musgrove, and an EDR staff member (yet to be named) to serve on committee. Committee to meet within next two weeks and report back to DOT by end of February.

Move forward with formation and implementation of a Downtown Trash Strategy – Pilot Program. Invite merchants who generate a large amount of waste to participate.

Convenience or decorative containers; implement operational management of these specific containers.

Live/work space for artists and Transitory Living Center (TLC) Elena Myles-Brokaw, Peter Brown, and Chris Velasco - Artspace

Working to identify location to develop an affordable live/work space for artist and possibly to include a transitory living center (not a homeless shelter) 40 bed living facility.

Chris Velasco – slide show presentation.

Affordable units – permanent spaces.

20-year lease to residents – infinite renewal option.

Buildings never to sell buildings once developed.

Commercial spaces on ground floor – pay close to or at market rate for space – help to buy down the rents for the artists that live above.

Economic boon to community – draws people into area to live, work, spend money. Artspace very creative in finding ways to fund projects.

Incorporating a TLC into Artspace development does not drive down real-estate values.

Mission is to develop 50 live/work spaces, permanently affordable, ranging for 800 –2000 square feet, 20,000 square feet of commercial space, with space available for TLC, a community gallery, and underground parking. Artspace has found a way to pay for project, found a way to operate so that affordability is permanent, rents to start at \$485 per month.

No usable or affordable site is available. May need to use a city owned site.

Whether or not to include TLC into live/work space will not impede progress of locating and development of Artspace project.

New Items - Open Issues

Hand out "Who to Call" listing for downtown businesses - asking for input; any information that should be included. Responses due back to Brian Haworth by Friday

Downtown Projects List – out by February 10

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