

4/18/07

Members Present: Jason Collis - Chairman, Clarey Rudd - Vice Chairman, Glenda Lewis - Secretary, Jack Carter, Jim Luttjohann, Christy Weir, Jerry Breiner, Seana Weaver, Zoe Taylor, Chris Bennett, Ed Warren

Advisory Board: Gerhard Mayer, Sid White, Dave Armstrong

Members absent: Gregory Smith, Rick Stewart, Loretta Merewether, Mark Hartley, Dan Frederickson

Also present: Irene Henry, State Farm Insurance, Jeanette L. Lombardo, County Commerce Bank, Debora Schreiber, Kalorama Coalition, Quinn Fenwick and Ken Corney with the Ventura Police Department, Joe McDermott, Principal Civil Engineer, City of Ventura, Mark Wager, City of Ventura, Juan De Anda, City of Ventura, Alex Schneider, City of Ventura and Hilda Kilpatrick, Ventura Visitors & Convention Bureau.

The meeting was called to order at 9:05a.m.

1. Introduction of guests:

Clarey Rudd introduced Quinn Fenwick and Ken Corney with the Ventura Police Department, Joe McDermott, Principal Civil Engineer, City of Ventura, Mark Wager, City of Ventura, Juan De Anda, City of Ventura and Alex Schneider, City of Ventura.

2. Approval of Board of Directors Meeting Minutes, April 4, 2007: Jason Collis -Chris Bennett noted that we need to add Jack Carter as member absent. Seana Weaver noted that Emily's correct last name is Valko. A motion was made by Jerry Breiner to approve the Board of Directors Meeting Minutes of April 4, 2007 as amended and was seconded by Ed Warren.

3. Presentation by Joe McDermott about the 2008 Downtown Water and Sewer Construction

Joe McDermott presented the Downtown Sewer and Water Main Replacement Project. City will replace existing water & sewer lines. Old lines were installed in the 20's, 30's and 40's and need to be replaced with PVC. New lines should last 100+ years. City will hire one contractor responsible for doing the job. Staging area for storing materials will possibly be behind City Hall. The project will possibly take place January through May 2008. The Goal is to work as much as possible during weeknights from 11pm to 7am and contractors should be out of the streets at 9am. There will be no construction during weekends. Detailed plan will be available.

Jason Collis suggested preparing a letter from DVO with recommendations to City.

4. Group Discussion on the Retail Strategy presentation to Community Council on Monday, April 9th:

What steps need to be added to our Action Log from the meeting?

Seana Weaver said that the Retail Strategy presentation went really well. Sid White commented that a resolution of support will be approved within next year. City Council made some corrections. Christy Weir commented she made an excellent presentation and was very well received by City Council. Seana will make a presentation during the Ventura Chamber of Commerce Breakfast meeting on May 11.

5. Brief Presentation by Alex Schneider on the upcoming ICSC show in Vegas

Alex Schneider with the City of Ventura is coordinating the upcoming ICSC show to take place in Las Vegas on May 20-23. The City will have a 10x20 booth in a corner location. City will showcase several properties available for retailers throughout Ventura. They will focus on 20 prospects. Property owners will be attending and collaborating in a coordinated effort. If retail strategy is ready, they would like to take copies. They are setting appointments with retailers. Approximately 40,000 people attend the show. They requested DVO newsletters to include in their presentation folder. Jim Luttjohann will be the contact for DVO and will work on a table top display for the show. Christy Weir and Jim Luttjohann will be among DVO members attending the show.

Quinn Fenwick (VPD)

Quinn Fenwick responded to some answers regarding crimes, homelessness and police response to calls. He also said that the VPD is committed to protect Ventura and downtown as an important part of the City. He mentioned that the number of calls and number of crimes is down 6% for Downtown Ventura. The VPD want to work together to find long term solutions. Jim Luttjohann suggested training City employees to report possible crimes when working in parks, restrooms, etc. The DVO board members recommended cameras in downtown, private surveillance and VPD training for locals. Quinn Fenwick and Ken Corney suggested that locals and business owners attend a 'Crime Prevention' Presentation. Ken Corney commented that the VPD are losing 9 officers to other jobs and that they are hiring 6 new offices to start working in October 2007. In total 16 new officers will be hired once replacements are made.

Jack Carter made a motion to send to City Council a request to solve homeless issues. After long discussion a motion was made by Jack Carter in favor of supporting the 10-year plan to end homeless and to work with City and County to implement the plan and was seconded by Jason Collis.

6. Board Business:

a. Financial Committee Report:

- Update on 100k bridge loan from Community Commerce Bank:
To be discussed at Finance Meeting to be held on April 24 at 9am at the conference room of Ventura Visitors Center. Need to have paperwork ready for bank by this Friday, April 20.
- Status on 501(c)(3) application: Dave Armstrong reported the IRS will have a response in the next 4 to 6 weeks.

B. D.O.T. Committee Report:

- Update on how DOT is creating an Action Plan to prevent public nuisance and criminal behavior Downtown.

C. Promotions Committee Report:

- PR Material Update: Seana Weaver reported Emily Valko has prepared press releases and will email them to board and media. She also reported that the ad in "Around My Town" will come out soon.
- Budget Travel co op opportunity: Seana Weaver reported the Ventura Visitors & Convention Bureau has created an opportunity for merchants to participate in a ½ page co-op ad in Budget Travel. The cost is \$500 per partner. Seana will present proposal to Greg to be included in the budget. The ad will promote wine and food travel.
- Discussion on Newsletter: Ed Warren and Mark Harley have agreed to help on costs and be reimbursed after funding is secured. Christy suggested waiting to send the newsletter until DVO has hired their Executive Director. Seana suggested emailing the newsletter too.

D. Organization Committee Report: Jason Collis and Clarey Rudd

- Executive Director Update (Clarey/Christy): Christy reported they candidate from Wisconsin wants to come in May. Christy will email everybody. Due to other obligations he cancelled last minute his appointment for today.

7. Action Log: Jason suggested postponing for the next board meeting.

8. Open Forum Questions/Comments From Guests:

- Jason reported Limoneira wants to donate the trolley to be used free during the Spring ArtWalk and then we can rent it after that if we decide to do so. The cost will be reasonable. They have a driver and insurance.

The meeting was adjourned at 11:06 a.m.