



All-Hands Merchant Meeting

May 09, 2017



Mom's Night Out



- Thursday, May 11
- 5pm-9pm
- Still time to be a Mom's location
- Downtownventura.org/MOM
- Win Ventura Pendant Necklace

Arts & Eats



- Coordinated gallery openings and free small bites.
- Welcome to join at anytime.
- Every other month. Next is May 20. 6-8pm.
- Encourage customers to check out locations! From Museum to BAA.

Mountains to Beach Marathon



- Saturday, May 27
- DVO will have a cheer section – we need 15 people.
- Help us win and raise funds!
- 6am-noon.

Main St. Marketplace



- Getting good feedback.
- Please submit survey if you haven't already.
- Thursday evenings.
- Beginning in the summer.
- We want you on the committee!
- Sponsorships needed.

July 4 Street Fair & Parade



- Street Fair 10am-5pm.
- Push 'em Pull 'em parade 10am.
- Street closure Avenue to Fir.
- Brings tens of thousands to Downtown.



Co-Op Opportunities Open



- Oversized postcard sent to 11,000 east end homes.
- \$300 per participant.
- Will include call to action.
- Need to fill 6 more spaces to complete.
- Changing design a bit.



Banner & Secondary Signage



- Working with The DuPuis Group.
- Create template for “Evergreen Banners”.
- Cohesiveness throughout Downtown.
- Explore fixed entry sign.



Partner Brochure Completed



Welcome to Downtown Ventura

Get ready to dine, shine and rejuvenate. Here in downtown, we check stress and pretense at the door. Go ahead, wear your flip flops. Bring your dog. We believe in the power of good vibes and the comfort of old-fashioned charm, that dates from our founding of the Old San Buenaventura Mission in 1782 (Yes, that 235 years!)

Let the kids go crazy inside Rocket Fizz or get mouth-watering shakes at the Busy Bee Cafe. Strum a hand-made guitar at Guitar48, tucked into a tiny shop next to the Majestic Ventura Theater. Craving authentic Thai food? Try Rice By Mama, where "Mama Pam" is buzzing in the kitchen. Is craft beer your thing? We have your taste buds covered. The fine folks at Topa Topa Brewing, Ventura Coast Brewing Co. and Anacapa Brewing are pouring award-worthy IPAs. More of a craft cocktail person? Try a classic Mai Thai or a Fog Cutter at VENTiki Lounge & Lanai and be swept away, as they like to say, to a tropical island oasis.

We feel people should get outside – with dozens of festivals and special events, public art, parks, museums, galleries and some of the best treasure and antique hunting and unique Mom & pop shops on the coast. Main Street offers an eclectic combination of the old and the new. There are historic buildings mixed with modern shops and don't miss our FREE Trolley that will wind you from downtown to the beach and Ventura Harbor Village.

Above all, smell the refreshing ocean breeze. Rent a kayak. Get a massage. Hike the Botanical Gardens Trail. Then settle in for a glass of wine and awesome people watching. We are happy you are here!

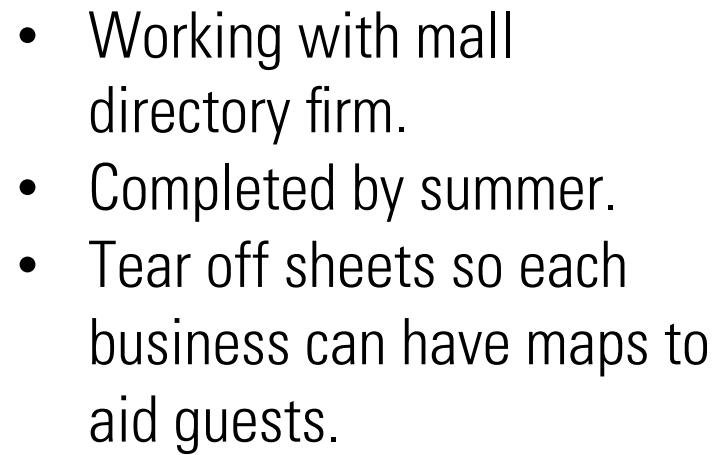
- One brochure with information on Ventura, Downtown and Harbor.
- Printed and being distributed.
- Partnering expanded reach.



Sunset Celebration Weekend



- Meredith is going to Sonoma with Visitor's Center and Harbor.
- Promote Ventura to those who have travel and expendable income.
- May 20-22.



FoodShare chooses Downtown!



- CAN-Tree event moving to Downtown!
- Will be in concert with Tree Lighting and WWW.
- Hundreds of trees.
- Figueroa Plaza & Lot.
- Thousands in advertising.

Tinsel Trail



- DVO Fundraiser.
- Will becoming recurring event "Candy Cane Lane".
- Plaza Park.
- Activate Gazebo.
- Join the committee!
Meeting next Tues. @
5:30pm at VCBC.

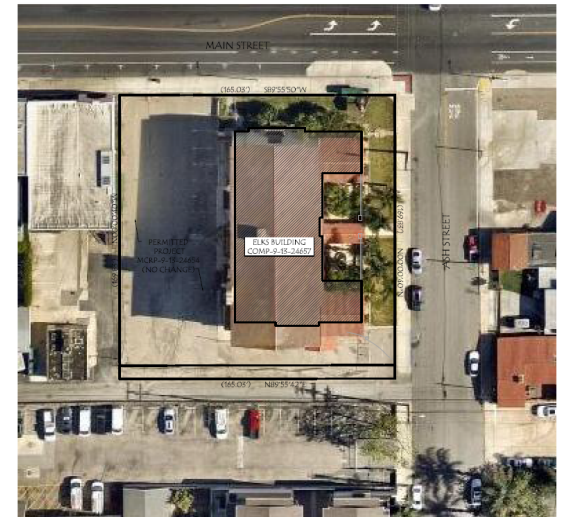
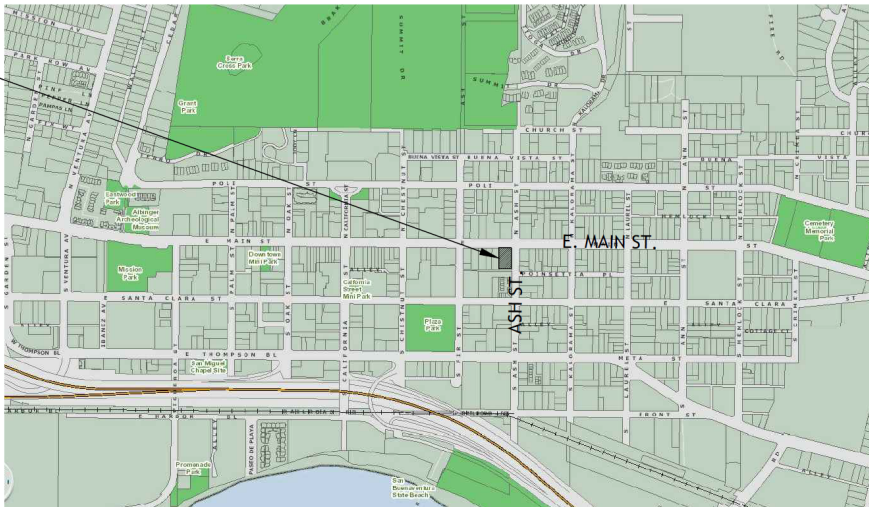
Activations in Parks



- Collaborative effort between Holy Cross School and City/ Parks, Park Ambassadors.
- Ventura Pop-Up Yoga in Mission Park.
- Trade Desk into Plaza Park.
- Always looking for ideas!

The Lodge, 11 S. Ash St.

SITE LOCATION



Restore Historic Elks Lodge to 18 hotel rooms,
lobby/lounge, fitness & laundry room. 15 Condos.

SITE PLAN

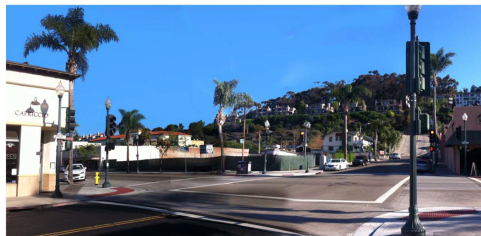
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Hilton Hotel on Promenade



160 rooms, ballroom and full service restaurant

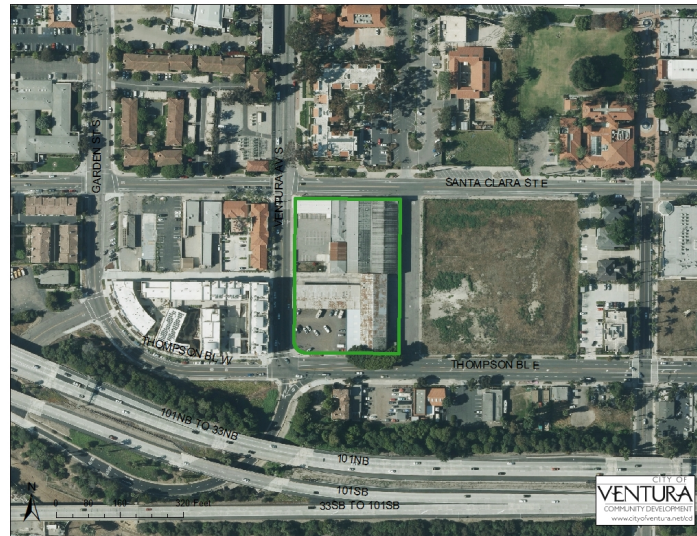
Anacapa Court at Palm & Main

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Mar-y-Cel Housing Project



- Mixed use. 138 units & 6,142 commercial.
- Construction this summer!



Downtown Ashkar



THOMPSON BOULEVARD - NORTHWEST VIEW



THOMPSON BOULEVARD - NORTHEAST VIEW

DOWNTOWN
Ventura

Leashless Brewing



Corner of Chestnut and Thompson.



150th Mural



- Mission Mural installation moving forward.
- New wall outside Mission being created.
- Tiles placed and staged.
- Should be completed by summer



New Businesses



Ecugreen
231 E. Main St.



Ikat & Pearls Boutique
28 S. California St.



Guitar 48
48 S. Chestnut St.



VinTura Tasting Room
14 S. California St.



Ventura House
of Smokes
105 S. Oak St.

Coming Soon

Burgerim, 440 E. Main St.
Fluid State, 692 E. Main St.

Casa Bella, 391 E. Main St
Peirano's Market, 204 E. Main St.

Coconut Crab, 394 E. Main St.
Stout Burger, 328 E. Main St.

Parking Pay Stations



- Harbor Structure automated increasing revenue.
- Meter software is outdated, upgrade will happen in March, 2018.
- 4 hour spaces in Oak and Chestnut lots.

Parking Structure Update



- Lighting upgrades beginning in Santa Clara Structure.
- Security Cameras connecting with VPD.
- New parking structure with public restrooms at Palm & Santa Clara streets.

DVP Propane Trolley – ORDERED



- Award letter has arrived!
- Propane vehicle expected end of August.
- Plan B – Gold Coast Access Vehicle in service.
- Ribbon cutting Thursday at 2pm at Visitors Center Trolley stop
- Wed-Sun 11am-11pm.

Service Animals



- Health Department has been getting a lot of legitimacy questions.
- Can only ask two specific questions.
- Animal required for a disability?
- What work or task has the animal been trained to perform.
- You may NOT ask for documentation.

Refresh your planter!



- Let us help you add some color to your planters!
- DVP's landscaper will check out your planter and come up with a plan.
- We will help with the cost of new plants.
- Make it pop for summer!



Downtown Clean & Safe Team



Mon – Wed 7:30am-3:30pm

Thurs & Sun 7:30am-6pm

Fri & Sat 7:30am – 9pm

Park Security Ambassadors



- Park Security Ambassadors funding continues.
- Expansion to Promenade successful.
- Compliments from local schools, groups.
- Tuesday – Sunday. Hoping to expand to Mondays.



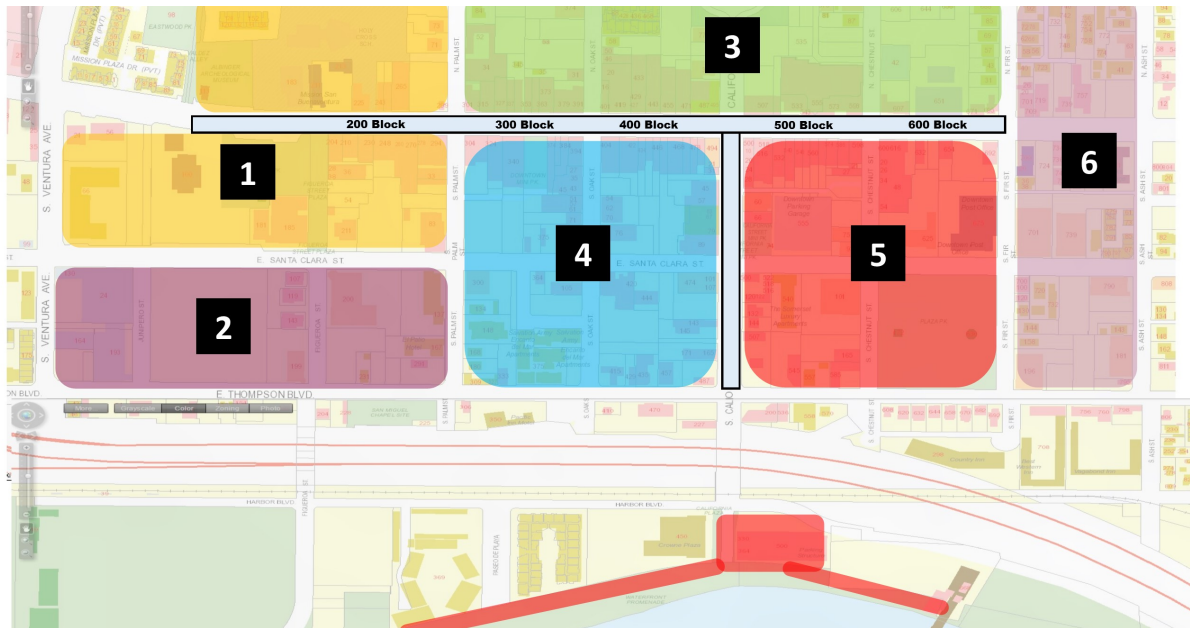
Family Reconnection Program

Have now reconnected 120 individuals.



- Refer individuals to us.
- Donate to F.R.P.
- Host a fundraiser!

Pressure Washing Schedule



- Zones 1 & 2 first week.
- Zones 3 & 4 second week.
- Zones 5 & 6 third week.
- Sunday mornings for hot spots.

Downtown Corporal Kelly Updates



- Keep calling issues in to both PD and Ambassadors.
- Parking issues.
- What can PTF do to help you?

DVP & Ambassadors presenting to VPD next Monday, Tuesday & Thursday



Vagrancy & Theft

What you can do

- If you see suspicious activity, please call the Police 911 or non-emergency at 650-8010. Use specific terminology, have description.
- If there's an individual loitering inside or outside your business, you can contact Vince, Kevin or Meredith.
- No one can lie down or sit or have their belongings on the sidewalk, despite what they may say.
- Make sure your 602 letter is not expired. We have copies available.



Ventura Visitors and Convention Bureau Report



Downtown Ventura Organization wants YOU!

- 4 board meetings a year. 3 year terms.
- Meeting June 13 @ 5:30pm VCBC.
- Promotions & Restaurant subcommittees.
- Come up with ideas and help raise funds for additional Downtown projects.



DVP Text Service



- Get text notices of event street closures and important Downtown information
- Text DVP to 39798 to sign up.
- We will limit texts to meeting reminders, street closures and important immediate updates.



Important #'s

Report, report, report!

DVP Operations Manager Steve Caramihai	(805) 258-1902
DVP Team Leader Vince Velasquez	(805) 506-9420
Police Non-Emergency Line	(805) 650-8010
Graffiti Removal Hotline	(805) 654-7805
Kevin Clerici	(805) 302-1660
Meredith Hart	(805) 890-0990