All-Hands Merchant Meeting

September 12, 2017

CA Beer Fest – This Weekend!

- Saturday, September 16 – Craft Beer Heaven. 12:30-5pm.
- Sunday, September 17 – Boots & Brews. Country music festival. 11:30am-7pm.
- Plaza Park.

Arts & Eats

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

ArtWalk Ventura

- October 7 & 8.
- PODS Galleries.
- Free Shuttle linking Downtown to other venues.
- South California St. closed.

Harvest Moon Spooktacular

- Saturday, October 28
- Oak St. between Main and Santa Clara streets.
- Festival 11am-7pm, Costume Contest at 3pm,
  Trick-or-Treat 4-7pm.
- Need Trick-or-Treat locations and contest prizes.

DOWNTOWN Ventura

Small Business Saturday

- Saturday, November 25.
- Celebration Booth.
- New this year – sidewalk sale.
- Must sign up by the end of Oct.

Holidays at the Plaza

- New event in Plaza Park.
- 160 sponsored fresh cut decorated and lit trees from Dec. 8 – Jan. 2.
- 5-6’ trees are $250, 10’ is $500, can decorate any way you want!
- Family-friendly, annual event that will drive economic and community engagement and pride.
- Eight signature highlighted events.

Amgen Tour of California

- Downtown possible race start in 2018.
- Begin at the Pier and flow down Main St.
- Race begins at 11am, completed at noon.
- Monday, May 14 if selected.

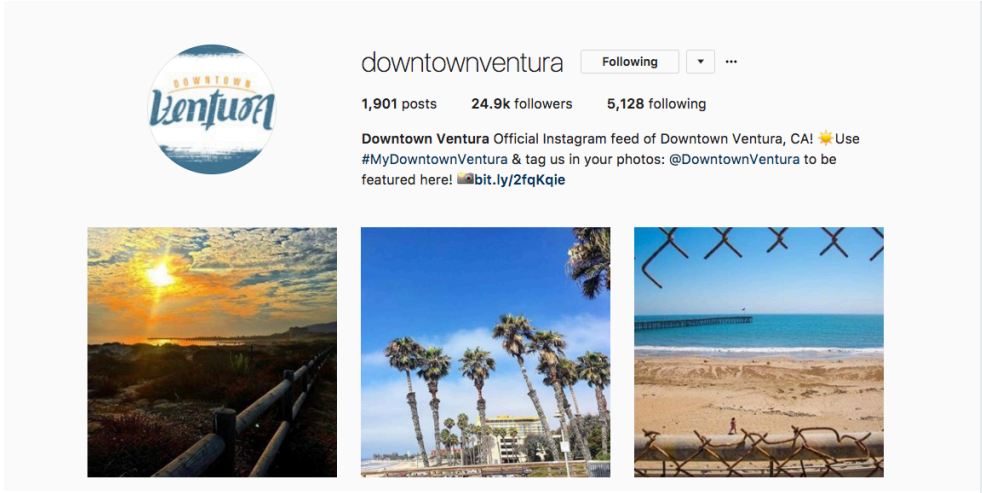
FoodShare chooses Downtown!

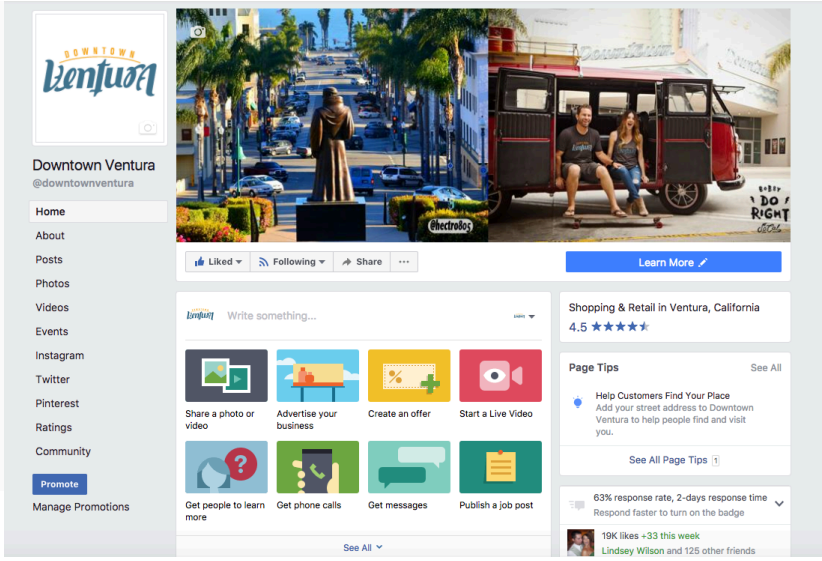
- CAN-Tree event moving to Downtown!
- Will be in concert with Tree Lighting and WWW.
- Hundreds of trees.
- Figueroa Plaza & Lot.
- Thousands in advertising.

Winter Co-Op Opportunities

- Oversized postcard sent to 11,000 east end homes.
- $400 per participant.
- Will include call to action.
- Need to fill 8 participants
- Changing design a bit.
- Will also go into local publications.

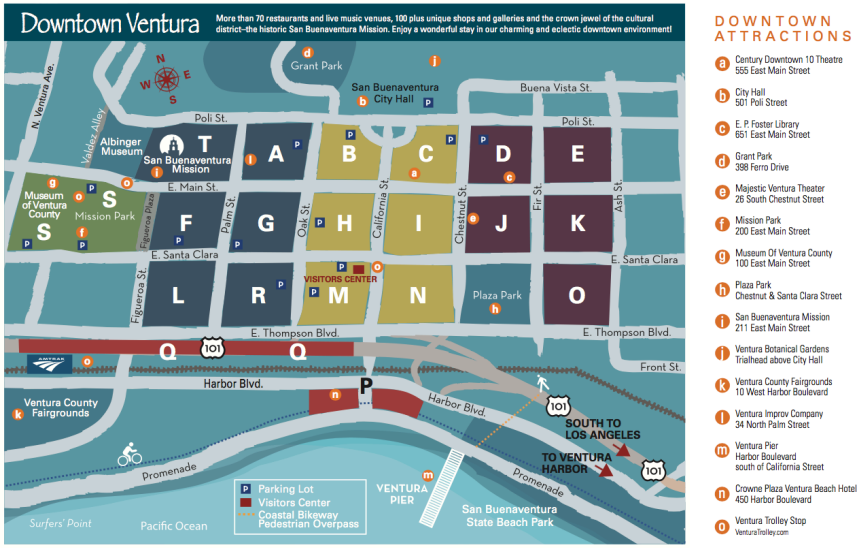
Social Media





#MyDowntownVentura

Downtown Directory in the Works



- Working with mall directory firm.
- Please look over to see if you like the feel.
- Need any suggestions by the end of this week.

DOWNTOWN Ventura

New Businesses

PASS PORT HABITS

542 E. Main St.

WOODEN NICKEL home

62 S. Oak St.

Coming Soon

Burgerim, 440 E. Main St. Peirano's Market, 204 E. Main St. Stout Burger, 328 E. Main St.
Beach House Yoga & Dance Studio/Channel Islands Juice Company, 291 E. Thompson Blvd.

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!

Ventura Botanical Gardens

- Welcome center has funding to begin construction.
- Bathrooms included in welcome center.
- Irrigation system comes next.
- 3,000 trail users a week.

150th Michael Kelly Tile Mural

- License agreement approved.
- Fully funded.
- To be installed outside Mission offices.
- Expect to break ground in coming weeks.

Lu Ross Mural

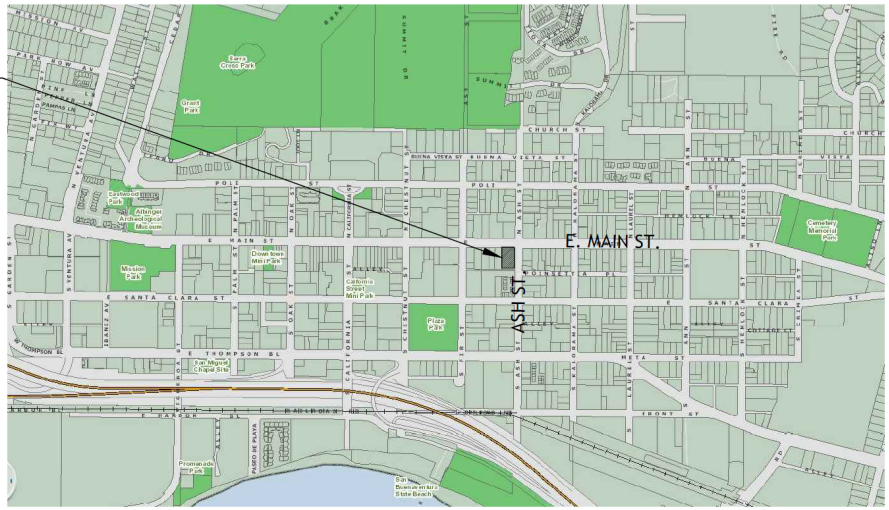
Proposed mural for Lu Ross building on Thompson. Artist is Evan Mendel.

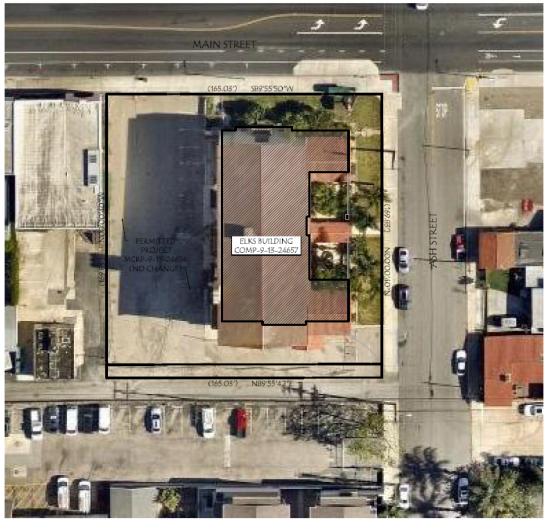
CA Street Bridge

- City negotiated settlement with the company.
- Council approved increase of costs.
- Should be installed soon.

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

1/64"=1'-0"

Hilton Hotel on Promenade

160 rooms, ballroom and full service restaurant

Anacapa Court at Palm & Main

MAIN STREET
ARCHITECTS + PLANNERS INC.

ANACAPA COURT
MIXED-USE INFILL DOWNTOWN VENTURA
[illegible] EAST MAIN STREET
VENTURA, CALIFORNIA 93001
DOWNTOWN VENTURA PROPERTIES III LLC

A3.0

EXISTING + PROPOSED VIEWS

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

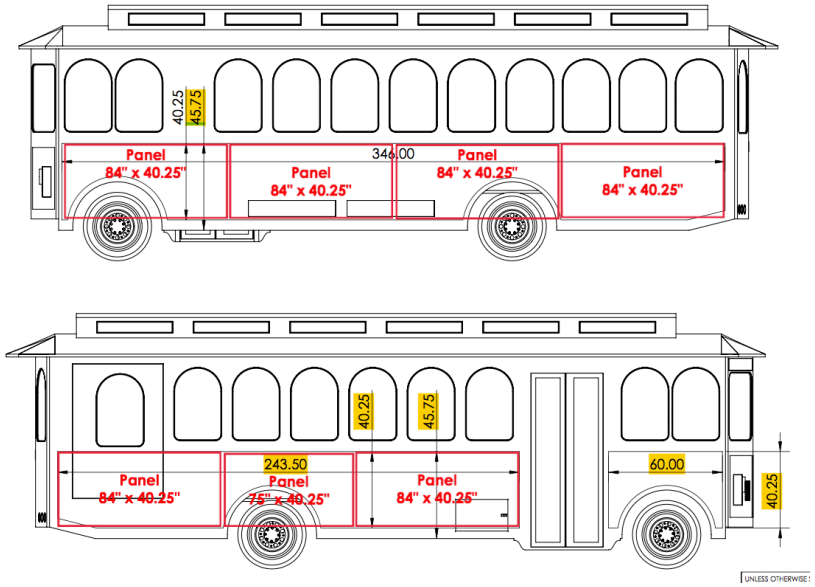
Parking Structure Update

- 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 – Delivered Soon!

- Trolley is in California.
- Waiting on propane conversion.
- Expanding route to 600 block of Main.
- Keep on the lookout for ribbon cutting.

DVP Ads Available

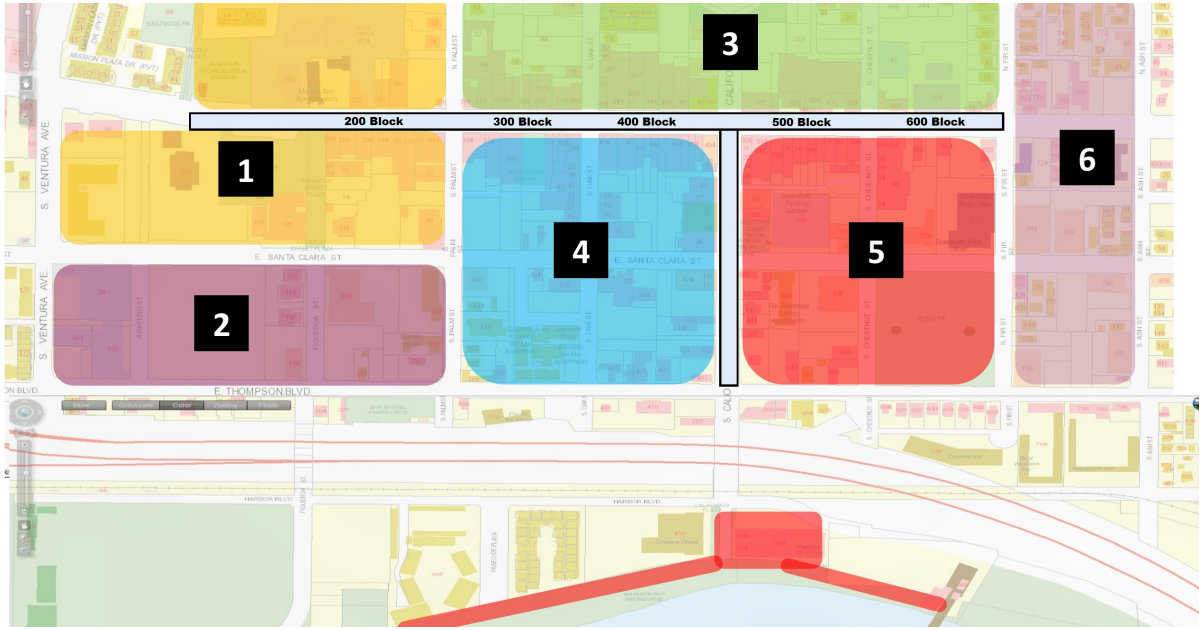


- Trolley ads - $600 a month 84" x 40.25"
- Interior ads - $150 a month 12' x 36"
- Big Belly ads (13 available) range from $150-$250 a month. 44" x 30"

New Planters in the Works

- Earth Planters only need to be watered every two weeks.
- Enables better growth of plants.
- DVP will buy 10, you can sponsor more!
- Example outside Bank of America.

Pressure Washing Schedule



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

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 133 individuals.

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

New PTF Officer Rebecca Kofman

- Keep calling issues in to both PD and Ambassadors.
- PTF Stay Safe Meeting- Wednesday, September 20 at 8:30am at the Museum of Ventura, 100 E. Main St.
- Invite all staff. Incredibly important.

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.
- 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