

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting October 26, 2011 505 Poli – 5th floor conference room

DVO Directors present: Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Jason Collis, Christy Weir, Jayme Dwyer, Lucas Johnston, Michele Olsen, Seana Sesma, Cheryl Heitmann, (absent were Clarey Rudd, Patrick Mullins, Lori Moll, Doug Wood, Charnelle Smith, Zoe Taylor, absent excused was Chair Dave Armstrong) | **quorum not met during meeting**

DVP Directors present: Vice Chair David Comden, Treasurer Greg Smith and Jason Collis, Christy Weir, Cheryl Heitmann, Mike Merewether, Ed Warren, Jeff Smith and Mark Hartley (absent was Doug Wood, absent excused was Chair Dave Armstrong) | **quorum met with 6 of 11**

Other attendees: Executive Director Kevin Clerici, Meredith Dilg, Jeff Lambert, Andrew Stuffer and Peter Brown (City of Ventura), Councilman Brian Brennan and Barbara Evans (Parking Advisory Board).

The meeting was called to order at 8:40 a.m. by Vice Chair Comden.

Introductions – Dave asked the members of the public to introduce themselves and their affiliations.

REPORT: Code Enforcement update | Andrew Stuffer – Andrew gave an update on the new tactic the City's Code Enforcement department is taking regarding City-wide building codes, one where pro-active and educational elements are being used to provide the public with an "educational tool set." The meetings they are putting together address the City Records requirement for real estate transactions (new \$29 fee) and the 2nd Dwelling Amnesty Program. Discussion followed. Andrew notes 2nd dwellings must include a working kitchen. He also noted that My Ventura Access has all of the general information the public may need to research their particular situation.

Old Business | Comden – none.

DVP ACTION ITEM: Approve DVP Financials | G Smith – Greg brought forth the emailed DVP financials for September 2011. Mike noted that he has reviewed all insurance quotes and policies to date, and his suggestion was to authorize the purchase of \$1M of commercial liability (see DVP Action Items below). After brief discussion Cheryl moved and Jeff seconded approval. Motion passed with 7 in favor, no opposing nor abstaining.

Police Report – none

Executive Director Report | K Clerici - Kevin noted the mailing out of the activity report with a detail of the current activities done and planned. Time spent on marketing, SGI/Clean-and-Safe is taking up the most time at this point. He said the SGI feedback/activity report is due back from them soon, a report on the effectiveness of the strategy at this point. The swag light timers are now set correctly. Upcoming promos include the Halloween evening, the Mission Tour by the SBConservancy, Restaurant Week next month and the Winter Wine Walk. Discussion on the Access card and if it has an expiration. Brian Brennan noted that issues arriving out of last years' Wine Walk must be dealt with the County Environmental Health Department up front and proactively, not reactively like last year. Short discussion.

DVP ACTION ITEM: Terminate DVP commercial liability policy | Smith/Merewether - Discussed earlier, Greg moved and Jeff seconded. Motion passed with 8 in favor, no opposing nor abstaining.

DVP ACTION ITEM: Authorize Loan to DVO of up to \$500 to purchase commercial liability insurance | Smith/Merewether – After short explanation and discussion, Greg moved and Mark seconded. Motion passed with 8 in favor, no opposing nor abstaining.

DVO-DVP Board meeting change | Comden – Dave noted that the November and December board meetings have historically been poorly attended, and to maximize the boards' time, he suggested we put

together a joint Nov-Dec meeting on December 7. After brief discussion, Christy moved and Jeff seconded DVP's approval. Motion passed with 8 in favor, no opposing nor abstaining. Michele then moved and Greg seconded DVO's approval of same. **Jerry noted we do not have DVO quorum to vote on this issue and it was tabled for a DVO vote.**

DVO Action Item: Accept Insurance Loan and Authorize \$1M Insurance coverage | Comden – Since we did not have a DVO quorum, these items were tabled to the December meeting.

DVO-DVP Action Item: Appoint Nomination Committee for Board Elections | Comden – As discussed earlier, the DVP Q1 meeting for 2012 needs to include a vote for board members. A nominating committee must be set up to put this together. Kevin noted three members terms are expiring (Mike, Doug Wood and Jason Collis). He also noted that a number of DVO members' terms are also expiring (Dave Armstrong, Dave Comden, Cheryl Heitmann, Doug Wood), a few will be up in 2013 (Jayme Dwyer and Jason Collis), and there is an existing opening for the seat formerly held by Jim Luttjohann of the VVCB as well as a possible seat that Lori Moll currently has. Discussion followed. Lucas, Seana and David Comden offered to participate in a DVO Nominating committee and Ed, Cheryl, Jeff and Mark offered to participate in a DVP committee. **Since there was no DVO quorum, DVO could not vote on the offered positions, but DVP (after a motion by Mike and second by Greg) voted in favor unanimously. DVO's vote was put off until the December board meeting.**

New business –

- Jeff Lambert remarked the environmental EIR report on the TopHat site is due shortly. The owners may be coming to the City in regards to developing the parcel and he will keep us in the loop. The Freeway Capping ad hoc committee will be meeting in November to plan the January public meeting. His office will also be bringing the downtown parking lot concepts to DVO once in hand. The final contract on the trestle work is complete, now the task is to coordinate with Caltrans. The Olson project looks to have a new buyer and new project, to come before DVO and council.
- Vincenzo (Beerfest) spoke regarding the upcoming Winter Wine Walk, the same event he put on last year with Lori Moll. His Beerfestival, the largest in the state, has been going on for 3 years and he came to DVP looking for assistance in terms of marketing. His plan is to shut down the 400 and 500 blocks of Main from 10am – 8pm the day of the WineWalk and stage a Street Fair from 10-4. He is seeking financial support of between \$5-7K for entertainment and possibly bringing in snow for the day. After discussion, it was agreed that the DVP finance committee would meet regarding this request. Jerry clarified that it would be a DVP gift to him with the proceeds going back to DVO, as DVO is the charitable arm of the organization. Short discussion. Brian Brennan mentioned that he, Kevin and Vincenzo should be at the table for all discussions regarding the WineWalk to make sure all factors are in the open as the day nears, for full discussion and direction.
- Christy noted the new "Safe and Clean Public Spaces" transient and vagrancy initiative will be going to Council and will work thru all City departments to attack the same issues from different sides. Discussion on implications and impacts on the downtown followed.
- Barbara Evans notes the Mission Tour will be taking place November 5th, and the new priest has made amazing changes in accessibility, cleaning up and moving out debris and clutter from heretofore unearthed areas of the Mission. The Rectory has never been open to the public and will be open for this tour. Tickets are \$20.
- Mark noted Gardner Building meetings are progressing with the City and he was happy to announce the coordination with Fire and Police departments are going very well. He hopes to open the Watermark Art Gallery at the location formally at the end of November.

Public comments – none

Meeting adjourned at 10:20 a.m. | respectfully submitted, Jerry Breiner – secretary DVO, 2009-2011