

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting November 17, 2010 505 Poli – 5th floor conference room

DVO Directors present: Chair Dave Armstrong, Secretary Jerry Breiner, Vice Chair David Comden, and directors Christy Weir, Lori Moll, Jason Collis, Charnelle Smith, Clarey Rudd, Cheryl Heitmann, Lucas Johnston and Patrick Mullins (absent were Seana Sesma, Jayme Dwyer, Michele Olsen, Jim Luttjohann, (excused), Treasurer Greg Smith (excused) Zoe Taylor, Doug Wood) | **quorum met with 10 of 18**

DVP Directors present: Chair Dave Armstrong, Secretary Jerry Breiner, Vice Chair David Comden, and directors Christy Weir, Jeff Smith, Cheryl Heitmann, Mike Merewether, Ed Warren (absent was Treasurer Greg Smith (excused), Mark Hartley (excused), Jeff Becker) | **quorum met with 7 of 11**

Other attendees: Tom Mericle, David Wilson (VPD), Kathleen Eriksen (Executive Director, DVP/DVO), Barbara Asbell, Barbara Evans, Bret Weber, Kat Merrick and Kelly Flanders.

Quorums were met and the meeting was called to order at 8:40 a.m. by Chair Armstrong.

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

Approval of previous meeting's minutes | Breiner – Jerry brought forth the minutes from the previous meeting. There was a motion by David and second by Cheryl for DVO approval. Motion passed with 10 in favor, no opposing and no abstaining. There was a motion by Mike and second by Jeff for DVP approval. Motion passed with 7 in favor, no opposing nor abstaining.

October financials | Armstrong – Continue to December.

Discuss Advocacy and Organization Committee | Armstrong – continue to December

SGI report | Bret Weber – Bret gave his update to the boards. Report is available on the DVO website.

Old business, Executive Committee updates | Comden – None.

DVO-DVP ACTION ITEM: Adopt Position Statement for Parking Pay Stations | Armstrong – Dave began this long discussion by updating the boards on the latest changes made by the Parking Advisory Board (PAB). 4 Hour restrictions were removed in the 200 block rear lot and they have removed the 2nd tier pricing, the 24-min green zones and have expedited the Parking Use study. They have also ended the time period at 9PM every day. There was a special meeting 11/3 with lots of public input, and partly because of that the pay-by-cellphone possibility is being worked on vigorously at present. There will be a regular meeting of the PAB 11/18. Based on the past meetings discussion, the PAB recommendations include a (1) Holiday Coupon program (City to print 50,000 1-hour-free coupons for giveaways), and (2) remove the pay parking meters in the 700 block. Alternatives also include lowering pricing on side streets, extending time restrictions. Q: should it be an annual thing? A: discussion. Q: receipts? A: there were some minor issues with some machines due to the thin-ness of the paper, but that has been taken care of. Kathleen discussed the cadets' assistance. The City is getting less revenue from tickets than they are from meters at this point. Kat Merrick spoke about the outreach she and Sid White are doing, in conjunction with DVO ED Eriksen. Out of 80 businesses at the meeting, 25 have already applied for assistance, 15 of them new businesses. She announced a workshop on social media marketing November 30 at City hall (on DVO website). There will be a parking meeting tomorrow. In public comment, it was suggested that signage mentioning these coupons should be noted. One member of the public asked if the coupons could be printed with the names of the business on the back – jerry suggested purchasing an inexpensive stamp at the printing shop on South Palm and hand printing them as the business gives them out – a personal touch. Ed suggested turning off the meters until January 1, and there was a short discussion following. He suggested that the good will we could create by helping to put that together could go a long way. Christy wondered if the good will might get watered down if the employees and the employers decided to take up the parking spaces instead. Holiday shopping would be more difficult, for sure. Tom noted that there were 5 City Council meetings that referenced the meters after the Downtown Specific Plan was approved, and prior to that the

City and DVO held 25 joint meetings on the subject with hand delivered notices as well as newspaper and emailed notices. Council suggested DVO meetings, and the DOT committee worked with the Traffic department to set times so as many people could attend that might want to. That included meetings held in the morning and at night, at easily accessible venues and open, as always, to anyone interested in attending. The point was made, as it often comes up, that communication is the key and all communication could always stand to be improved. We've made tremendous strides in that department, and we are poised to make it even more all-encompassing with the work Kathleen is doing. Tom mentioned we are getting a higher turnover that was expected. The Downtown Parking district has brought in approximately \$91,000 in revenue with 82,000 transactions.

To summarize, the proposals DVO and DVP are looking at are:

1. 6-month moratorium on meters
2. A Holiday moratorium for winter 2010
3. 50,000 1-hour free coupons to hand out
4. Remove meters in the 700-block for now
5. Adjust side street pricing

Jeff moved and Mike seconded a DVP motion to approve a recommendation to staff and council for items #3 and 4 from the above list. Discussion centered on whether there is a plan to speak with the merchants. If the coupon concept passes, there is a plan, said Kathleen. She also plans to work with the City to print up window signs – and Kathleen will personally hand out the coupons. Q: Does this meet the merchant's needs? A: for the majority of merchants yes, said Kat Merrick. Rick Cole, City Manager and Mayor Fulton have responded in a positive manner to inquiries, and this has been responded to in kind. Given the time constraints, could this be advertised to the public effectively for Black Friday? Tom noted that the City's ad campaign began in August and has been the most expensive one the City has ever put on. DVP voted on the motion and it passed with 7 in favor, 1 opposing and no abstaining. Clarey then moved and Lucas seconded a DVO motion to reflect the DVP motion above. No discussion. Motion passed with 9 in favor, 2 opposing and no abstaining. Jason noted that he thinks we are spending way too much time on issues such as this and we have received way too much unnecessary negative press. He suggested taking proactive action to remedy the situation for the future.

VPD Report | D Wilson – Commander Wilson noted that VPD is spending an inordinate amount of time dealing with vagrants of late instead of parking issues. 7 patrol teams cover all of Ventura, and 3 have picked downtown as their focus. He said the police get more than their share of flack about the way they deal with homeless and vagrants. He suggested that there needs to be more direct interactivity, on the street, between the social service providers and the homeless a/o vagrants. He suggested that a proactive community could solve a lot of these issues if applied correctly. Ken Belden is spending less time downtown due to his new job, so we don't have that resource. Mike inquired about the Plaza Park camping issue. Short discussion. A long discussion followed regarding leash laws and hotlines. David suggested contacting Animal Control, as it is their duty to watchdog () over such matters.

REPORTS:

Executive Director Report | K. Eriksen –

Business Development:

- Assisting with Coordination and Promotion of Third Thursday Mixers
- Updated Retail Database
- Providing Personalized Assistance to Existing Businesses
- On-Street and In Stores as Much as Possible
- Acting as Liaison with Merchants in Response to Parking Meters
- Assisted Sicily with Outdoor Café Permit & Design, Facilitated Removal of Bike Rack

Clean/Safe:

- Coordinating Install of Holiday Decorations & Banners
- Manage Clean & Safe Team:
- Sidewalk Sweeping / Power Washing (2)/ Tenant Scrubber In Use(3)
- Graffiti Handbill Removal
- Trash Removal
- Discourage Panhandling / Escort Off of Sidewalks
- Managing Plantings/Maintenance of Large Sidewalk Planters

Marketing/Promotions:

- Soliciting Co-op Advertisers for 4th Quarter Marketing Campaign, Assembling Comprehensive
- Listing of Businesses for "Shoppers" Ad
- Coordinating Holiday Tree Lighting Ceremony (Order Tree, Setup & Security, Decorations for Tree, Decorations for Park) / Radio Spots, Print Ads, Coordination with Ventura Wine Walk
- Designed Poinsettia Program & Flyer. Distributed to Merchants via Email (Constant Contact)
- Wrote Quarterly Newsletter, Facilitated Print and Distribution via Postal Mail and Email (Constant Contact)
- Finalized Design for Holiday Display for Outdoor Advertising on Recycling Bins
- Website Completed and Went Live 11/16
- Facilitated Design and Distribution of Annual Meeting Post Cards, Created Power Point and
- Coordinated Setup Details for event
- Maintaining Social Media Outlets – Facebook
- Jointly Solicited Business Incentives for CARCDS Convention w/ CVB
- Cross-promoted Sole to Soul Event with Conservancy via Email (Constant Contact)

Administration/Advocacy/Planning:

- Sent Meeting Reminders & Agendas for Boards/Committees / Staffed All Committee/Board meetings (8 total)
- Manage Office & Communications
- Accounts Receivables
- Appointed to Downtown Parking Advisory Committee
- Assembled Proposed Budget and Workplan for 2011
- Public Comment at City Council Meeting Regarding Parking
- Public Comments at Parking Advisory Regarding Parking

Update on Emergency Homeless shelters | Armstrong – Dave noted the Council voted 6:1 in favor of making the smallest area (M1 and M2) the only places in Ventura where an emergency shelter could be placed by right – all other areas would require a conditional use permit. They will not be allowed in R1 zones unless it's a County-owned parcel.

Announcements – The Annual DVO/DVP meeting will take place tonight at the Candlelight at 5:30-7:30. Everyone is invited to attend.

New Business – Short notice from our longtime associate Barbara Asbell that her development has finally been approved at the SW corner of Harbor and Seaward (Anastazi Development). Dave thanked Aloha Steakhouse for this morning's coffee. Lori noted the Winter Wine Walk is the day of the Tree Lighting Ceremony AND Street Fair.

Meeting adjourned at 11:10 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010
