

5/30/07

Downtown Ventura Organization, 89 S. California Street, Ventura

Jason Collis Presided

Members Present: Jason Collis - Chairman, Glenda Lewis - Secretary, Jack Carter, Christy Weir, Jerry Breiner, Seana Weaver, Ed Warren, Mark Hartley, Dan Frederickson, Jim Luttjohann, Zoe Taylor and Gregory Smith. Advisory Board: Sid White. Members absent: Clarey Rudd, Rick Stewart, Chris Bennett, Gerhard Mayer. Also present: Robert Edwards, Robin Elander, City of Ventura Cultural Affairs, Debora Schreiber, Kalorama Coalition, Irene Henry, State Farm Insurance, Allen Piugg, Woodcrafter Signs, Quinn Fenwick, VPD and Hilda Kilpatrick, Ventura Visitors & Convention Bureau.

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

1. Introduction of guests:

Jason Collis introduced Robert Edwards, candidate for the Executive Director position for the DVO.

2. Approval of Board of Directors Meeting Minutes, May 2nd and May 16th 2007:

Jason Collis - Christy Weir noted that Loretta Merewether is not a board member and her name should be removed from the members absent list. A motion was made by Jerry Breiner to approve the Board of Directors Meeting Minutes of May 2nd as amended and was seconded by Seana Weaver.

Deborah Schreiber noted that her name was missing on the May 16th Minutes. A motion was made by Jerry Breiner to approve the Board of Directors Meeting Minutes of May 16th as amended and was seconded by Christy Weir. Motion passed.

3. Retail Strategy and next steps: Seana Weaver will be the Chair of the Retail Strategy Committee and Jim Luttjohann will assist. They will meet and report to the board.

4. Board Business:

a. Financial Committee Report:

- Status on 501c3 application: No report was given at this time.

- Greg Smith reported the bridge loan will be ready today 5/30/07 and will be available until IRS approval and City funding. Repayment is scheduled within 30 days of receiving City funds.

b. Promotions Committee Report:

Vote on allocating funds for a purchase of logo space on Ventura County Climate Bag program: Seana Weaver reported she is involved with VCCool to educate consumer

to prevent global warming. They are trying to encourage re-sale of 900 tote bags (organic cotton/or recycled material), they still have logo space. A contest was held in April and art was shown during the Spring ArtWalk. One particular design was chosen and there are still 5 spots left. A motion was made by Jim Luttjohann that DVO purchases a logo space at \$200 and was seconded by Christy Weir.

c. D.O.T. Committee Report:

- Update on Parking Consultant: Jerry Breiner reported the notes are posted on the website. Jessica Cusick is interviewing stakeholders in downtown regarding the Arts Village but she is not asking about parking. Jerry Breiner proposed sending a letter from DVO to City Council in regards to parking issues. Christy Weir suggested that the parking consultant talk to the arts consultant.

- Changes to downtown HQ and kiosk panel requiring board approval. The board discussed the kiosk panel replacement. The cost is \$225. Jim Luttjohann indicated there are updated maps that could be replaced too. The board decided to get more information on this issue and discuss at a later meeting.

- Jerry Breiner reported the website is up to date.

- Jerry Breiner reported he was at Mission Plaza Park and Figueroa Plaza during the Memorial weekend and observed many vagrants and homeless problems. The board members discussed this issue and Lt. Fenwick reported that over 60 foot patrols go to that park, he said that Downtown is important to the VPD. Jason Collis made a motion to work with Parks & Recreation to rent park for events. Jerry suggested having better lighting. Seana suggested working with Rotary & Kiwanis clubs. Zoe suggested having art show at the park or renting for events. She said that a flyer could be distributed twice a year to Ventura Chamber members. Robin mentioned she could facilitate working with Parks & Rec. Jim suggested having a BAA Day at the Park or Artists' Union Day at the Park.

- Jerry Breiner inquired about the status of the banner during the Fair days. Seana reported it would cost about \$600. Jim will talk to Ventura County Fairgrounds representative regarding having a 10x3 banner @ Fair. Jason also mentioned the need to respond to Limoneira Tours regarding the trolley rental during the Fair. After some discussion, a motion authorizing a \$100/per day payment for renting the trolley during the Fair days was made by Mark Hartley and seconded by Jim Luttjohann.

d. Organization Committee Report: Jason Collis

o Board to Meet Robert Edwards, Candidate for Executive Director Position.
o Open Forum for questions for Robert: The following questions were made:

* Zoe Taylor: What attracted you to the City of Ventura? Great unique spot. Own aura. You've already done the hard work. Beautiful place. I've done this kind of work before.

* Greg Smith: Where you part of the formation of a BID? Yes, at Washington DC. Set-up budget, applied for 501 (c) (3). Was my first leadership position in 2003. Worked there for 3-4 years.

* Zoe Taylor: If you are hired on July 1st, what would be the first thing you would

do? Facilitate a board & neighbors retreat to figure out what the goals and mission statement is. I will also meet with people, merchants, professionals, elected officers, etc. I will show up at their door and introduce myself.

* Jim Luttjohann: Have you worked in any "Preserve America City Applications?" Only associated with other Executive Directors. They are very low on funding and most of the applications are denied. I wrote the grants and talked to staff. Are you familiar with membership software? Used ACT and Outlook contacts. There is a company in LA that works with Google in custom mapping. Any experience with QuickBooks? Not very familiar. I have always had a CPA working the books. I think money should be handled by a person other than the Executive Director.

* Robin Elander: What is your experience in starting special events? I have a lot of experience. Right now I am working on a Food & Wine Art Tasting Festival that will include music, retailers and restaurants.

* Jerry Breiner: Are you afraid of confrontation with anybody? I believe in consensus & talk. You pick your battles in consensus with the board.

* Greg Smith: Do you have any experience dealing with new parking meters? No direct connection, but I had worked with the City of Portland on this issues.

* Quinn Fenwick: Any experience securing City services for specific areas? Maybe a crime stoppers program would help and we start a reserve program with the VPD. Any experience with BIDS? I haven't created one but I am part of one now. It is a one-year campaign and need 50% of votes. City & State creates the plan. Ventura has done it once and failed but can try again with better communication and good editorial information.

* Zoe Taylor: With the limited budget the DVO has, we have a great deal of community that doesn't come to downtown. What would be your suggestion/s to get the community to visit their own downtown? What would your strategy be? Printing is expensive, but editorials and good PR would be the best. I would develop good relations with the journalists and probably organize a press trip to downtown. I would develop good relations with neighborhood organizations such as the Rotary and Kiwanis Clubs. I would promote downtown in weekly e-newsletters and write our own editorial making it interesting.

* Jack Carter: Would you prefer a living wage or bonus for performance? I'd have to see what the performance is. I would need a living wage. Average + bonus.

o Board discussion and Vote to hire Robert Edwards as our Executive Director.

After discussion a motion was made by Greg Smith to hire Robert Edwards as the new DVO Executive Director and authorized Jason to start a committee to discuss salary and was seconded by Mark Hartley. The board members discussed the need to have a pre-employment drug screen done. A motion was made by Jerry Breiner to have Robert Edwards have a drug screen test and was seconded by Jack Carter.

The board members discussed the need to do a background check. A motion was made by Jim Luttjohann to do a background check on Robert Edwards and was seconded by Glenda Lewis.

o Open Forum Questions/Comments From Guests:

There were no questions/comments at this time.

The meeting was adjourned at 11:05 a.m