

**7/25/07**

Members Present: Chairman Jason Collis, Vice Chair Clarey Rudd, Jack Carter, Christy Weir, Jerry Breiner, Seana Weaver, Ed Warren, Mark Hartley, Dan Frederickson, and Treasurer Gregory Smith.

Members absent: Jim Luttjohann, Chris Bennett, Zoe Taylor

Advisory Board: Gerhard Mayer.

Also present: Rob Edwards, DVO Executive Director; Maria Fiore, Café Fiore; Eric Wallner, City of Ventura Cultural Affairs; Robin Elander, City of Ventura Cultural Affairs; Jonell McLain, resident; and Hilda Kilpatrick, Ventura Visitors & Convention Bureau.

The meeting was called to order at 9:06a.m.

1. Approval of Board of Directors Meeting Minutes, July 11, 2007: Jason Collis. Motion passed.\*
2. Announcement by Clarey Rudd: Ventura designated an "International Book City"
3. Executive Director's Report (verbal): Rob Edwards (written report attached)
4. Board Business:
  - a. Financial Committee Report:  
Greg Smith, Treasurer
    1. Status on 501(c)(3) application: Still awaiting IRS approval.
    2. Financial Report: \$1,003 in County Commerce Bank and have withdrawn \$17,000 on the line of credit thus far.
  - b. Promotions Committee Report:  
Seana Weaver, Chair
    - o Promotions Committee will now have a regularly scheduled, standing meeting every third Monday of the month at 4pm at Weaver Wines.
    - o Seana will design and donate 4-color postcard to advertise the Limoniera trolley that will run between downtown and the Fair main gate. (Thursdays, Fridays & Saturdays from 6-10pm).
    - o Seana requested help distributing signs for Fair to four main bus stops. Rob volunteered.
    - o Downtown Party: Conversation led to a motion to postpone the Downtown Party until after Jan 1 2008. Motion passed.\*
    - o Working with the Aloha Beach Festival, C-Street Longboard Classic organizers to coordinate efforts to bring people to Plaza Park and participate in the "Starlight Cinema" Film and see the "Woody" Car show. Flyer is being created by Emily Thompson of the VCB with some coupons of downtown merchants. The flyer will be posted on websites.

c. Design & Operations Team (DOT) Committee Report:  
Jerry Breiner, Chair

o Jerry Breiner had a request from Alex Herrera, City of Ventura regarding extending the boundaries for the restroom program to Ash Street. Discussion that followed indicated that the board concurred.

o At the last DOT meeting, there was discussed the lack of a trash plan for downtown. Vicki Musgrove, City of Ventura will be at D.O.T. meeting on 7/26/07 to discuss this item. Also, Tom Mericle will be attending the same meeting to discuss parking issues; and Kevin Colin, Planning Department for the City of Ventura will possible ways of creating a City Ordinance to prohibit social services to be too close to existing services.

o Jerry requested each board member give five names of stakeholders to meet with Rob Edwards.

d. Organization Committee Report:  
Clarey Rudd, Chair

o Jason Collis indicated that Clarey needs to spend more time on his business and would like to step aside as Chair of this committee. Clarey indicated that while he has resigned from the Organization Committee he would continue to serve as a board member. The board accepted Clarey Rudd's resignation as Chair of the Organization Committee.

o The board discussed the concept of replacing Clarey as committee chair with someone who has experience in managing people, has the knowledge and ability of fundraise, and who has the time to volunteer their time to the organization. Discussion followed about possible candidates.

o Rick Stewart has presented his resignation as board member due to scheduling conflicts. The board accepted Rick Stewart's resignation.

o A motion was made to nominate Maria Fiore as a board member. Motion passed.\*

5. Open Forum Questions/Comments From Guests:

o DVO will explore the possibility of inviting City Council candidates to a public candidate forum to discuss issues of interest to downtown stakeholders.

\* Indicates that all motions passed unanimously unless otherwise noted.

The meeting was adjourned at 10:45a.m