

# DOWNTOWN VENTURA PARTNERS



## Minutes of Boards of Directors' Meeting March 10, 2010 505 Poli, 5<sup>th</sup> floor

**DVO Directors present:** Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, and directors Cheryl Heitmann, Christy Weir, Jason Collis, Jim Luttjohann, Steve Hoganson, Jim Rice, Doug Wood, Michele Olsen, Zoe Taylor, Clarey Rudd (absent were Treasurer Greg Smith, Lori Moll, Lucas Johnston and Seana Marie) | **quorum met with 9 of 17 - and 4 late arrivals**

**DVP Directors present:** Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, and directors Mark Hartley, Christy Weir, Mike Merewether, Cheryl Heitmann, Jeff Smith, (absent were Ed Warren, Treasurer Greg Smith and Jeff Becker) | **quorum met with 8 of 11 - and 1 late arrivals**

**Other attendees:** Barbara Asbell, Marni Brook, Jamie Dwyer, Kat Merrick, Tony Giordano and Sean Cozzens.

**The meeting was called to order at 8:40 a.m. by Chair Armstrong.**

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

**Approval of previous board minutes | Breiner** – A motion was made to approve the previous DVO board minutes. Seconded and approved with 9 in favor, no opposing, no abstentions. A motion was made to approve the previous DVP board minutes. Seconded and approved with 8 in favor, no opposing, no abstentions.

**Old Business, Executive Committee updates | Comden** – None.

**Executive Director search committee update | Heitmann** – Cheryl stated she currently has 16 inquiries and/or applications in hand for the position. The initial focus is on Main Street organization experience, and as we are now a renewed member of the National Trust we should have better networking capabilities via their website. We have also posted the position on the California Downtown Association and the International Downtown Association websites. The search committee will decide, and then bring to the board for consideration, if they think we should also put the offering on pay websites. Discussion. Jim Luttjohann offered to post the job on the site the VVCB is a member of. The Ventura County Community Foundation (VCCF) also offered to put the offering on their website and its affiliates. Cheryl has a list of volunteers for committee. The job offering will not have a deadline (“apply by...”) but will be marked “until position is filled.” She figures this will allow the committee to do a full and comprehensive search. The suggestion was made to speak with a professional human relations person to assist in the interview process. Specific help may be needed in terms of asking the right questions in the way they should be asked for maximum impact. Issues such as liability and potential red flags would be great to know, going in to the interview, by the interviewers. Discussion. Jeff Smith suggested we hire someone to do this for DVP. It was agreed that if anyone had any ideas for Cheryl to send them on to her via email. The Chair asked if there was consensus to earmark up to \$3000 for this service, and there was DVP consensus at the table. It will be agendaized for the next meeting.

**Annual Meeting update | Armstrong** – As Lucas was unable to attend this morning's meeting, Dave reported that he will distribute via email the slate of nominees for open or term-limited board positions, to be voted on at our meeting on the 24<sup>th</sup> of March. Jeff also mentioned that at that meeting we will need to set up the actual terms of the DVP board members.

**Outside board appointments | Armstrong** – Dave began the discussion regarding DVOs and DVPs commitments to other boards. As discussed, Rob took part in a number of other professional organization's board meetings, including the Ventura Chamber of Commerce, the Parking Advisory Board and others. It is a necessary task that DVO and DVP maintain a position on some of these boards, and the purpose of the agenda item is to address which boards we feel comfortable and important enough to continue with this on, as well as what new boards we should also be a part of. DVO does not have a designated seat on the Chamber board, though consensus was that we should. Rob was invited by the Chamber to be a board member as an individual, but all of his commitment was for the downtown. Discussion. The Parking Advisory

Board also needs representation by DVO, though discussion centered on the suggestion that it be a merchant or restaurateur. Jamie Dwyer volunteered for this position, and Dave suggested that if anyone else may be interested to contact him. Jim Luttjohann mentioned that the VVCB is also looking for a DVO representative on their board. Suggestion was made to put the appointment process in the bylaws. Zoe stated that many nonprofit boards she is aware of have the Chair make appointments that are then ratified by the board. Discussion. Interested parties should contact Armstrong.

**Block Captain discussion | Comden** – David Comden is working on this issue, and it requires volunteer time to get it done. The volunteer that handles the Captaincy becomes the de facto conduit for information back and forth with DVO/DVP, and as Jerry pointed out historically it has worked best when you have a committed merchant willing and able to show up and do the work. The Downtown Ventura Community Council's 6 block captains were most effective when they were involved in the processes of the DVCC. As Jerry stated, it would be imperative that if we get block captains that they are also involved on some committee level. Discussion.

**Wednesday Night Event | Rice et al** – Jim and Dave spoke of the concept of bringing back a weekly event on an "off" night downtown, complete with street closures, farmers market, music and merchant participation. Jim said he, Kat Merrick and Lori Moll met with the Ventura Police regarding the concept, those discussions centering on the initial idea of closing one block at a time, each time. The idea of moving block-to-block would allow different blocks to benefit from the promotion. Each block would be responsible for the food, the music and the retailers exhibiting their wares on the street. The idea they are looking at would start in May, under the DVO auspices. Jim hopes the permits can be waived by the City, discussions to take place in the future. Mike Merewether suggested running the concept by our insurance carrier, to confirm coverage. Jim stated that the restaurants can possibly sell food outside, based on County Health agreeing with the concept. Discussion. The idea is still in its formative stages, hours and dates still in limbo. Mike offered to work with Jim on the insurance issue. Q: Who will clean it up after? A: (Rice) We can ask SGI to add this to their contract or get buy-in from the merchants.

#### **Committee reports**

- **ORGANIZATION | Olsen** – Michele, speaking for Lucas, said the next Third Thursday will take place at Brooks Restaurant.
- **PROMOTION | Comden** – David showed us the newsletters at long last. They will be mailed tomorrow to our entire mailing list. A suggestion was to add an events calendar for the next issue, but all agreed it looked great and was very easy to digest.
- **ECONOMIC RESTRUCTURING | Armstrong** – Dave noted that the Cultivate Ventura grand opening will be later in the month.

#### **Announcements** –

- Ventura Botanical Gardens - There will be an event this coming Saturday morning
- Food Share – On March 18 Food Share will be putting on an art show to raise
- The Ventura Film Festival #1 – Tickets are now on sale
- WAV open house – There is an "open house" taking place the first Friday of every month at the WAV. Artists and their work are on public display. All are encouraged to attend.

**New Business** - none.

**Public Comments** – None.

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