

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting April 28, 2010 505 Poli, 5th floor

DVO Directors present: Dave Armstrong, David Comden, Jerry Breiner, Greg Smith and directors Christy Weir, Steve Hoganson, Charnelle Smith, Patrick Mullins, Jayme Dwyer, Lori Moll, Lucas Johnston, Jim Rice, Doug Wood and Zoe Taylor, (absent were Jason Collis, Seana Marie, Clarey Rudd, Michele Olsen and Jim Luttjohann, excused absent was Cheryl Heitmann.) | **quorum met with 9 of 17 - and 5 late arrivals**

DVP Directors present: Dave Armstrong, David Comden, Jerry Breiner, Greg Smith and directors Mark Hartley, Christy Weir, Mike Merewether and Jeff Smith (absent was Jeff Becker, excused absent were Ed Warren and Cheryl Heitmann) | **quorum met with 7 of 11 – and 1 late arrival**

Other attendees: Jim Wright and Sid White.

The meeting was called to order at 8:37 a.m. by Chair Armstrong.

Welcome and Introductions – Dave asked the members of the public to introduce themselves and their affiliations. He also welcomed new board members Dwyer, Mullins and Smith.

Team reports

- **none**

Approval of previous board meeting minutes | Breiner - A motion was made to approve the previous DVO board minutes. Seconded and approved with 9 in favor, no opposing, and 3 abstentions. A motion was made to approve the previous DVP board minutes. Seconded and approved with 7 in favor, no opposing, and 1 abstention.

Old Business, Executive Committee updates | Comden – None.

DVO Officers/Executive Committee Elections | Armstrong and Johnston - Dave noted that the election to be held at this point is choosing whether or not the officers as a slate (Armstrong-Chair, Comden-Vice Chair, Breiner – Secretary and G Smith – treasurer) should be elected or individuals shall be elected. This would be as a result of the DVO voting by paper ballot. Lucas handed out ballots and collected and counted them - and a discussion followed on the idea of DVO having a new direction with a merchant at the head. Dave thought it was a good idea, and he reminded us that the Vice Chair typically takes the Chairs place upon re-election time next year. Discussion. (results are later in the meeting minutes)

Executive Director search committee update | Taylor for Heitmann – Zoe reported for Cheryl that the painstaking work the committee is putting in on the effort to find a suitable candidate for Executive Director is a slow process. Dave noted that he is very impressed by the care each and every one of the committee members is putting in to review of candidates. Telephone interviews have begun and Emma Armstrong is facilitating the interviews. Resumes continue to come in everyday and the committee will be meeting to determine a way to speed up the process of triaging the initial responses. Zoe noted that is imperative we keep the process as short as we can so that we don't lose qualified candidates. Discussion.

Approval of Consulting Contract | Armstrong – Tabled to next meeting for vote, but discussion did follow on the concept of approving a contract of up to \$3000 for consultant fees for our executive director search. Christy encouraged input in to the process from anyone present. The next step will be the continuation of telephone interviews. Q: What is realistic timeline? A: the committee doesn't know yet but will be discussing at their meeting 5/3.

Committee updates

Design | Moll – Lori said her plans are already moving along quite quickly with the Block Party, with radio-sponsor ads beginning today. The VCStar is a sponsor and she has 33 booths so far agreeing to participate for the first Block Party May 12 from 3-7pm. This first one will take place in the 400-block of Main. Q: Has the County Environmental Health department cause any problems so far? A: Martha from the County is handling all licensing with food vendors. Each booth is a 10' x

10' canopy. Lori said she had met with the newsrack manufacturer to see the aluminum version of the previously-approved steel newsracks and her preference is the aluminum. New scroll work was suggested by some but it seemed too ornate. Sid reminded us that RDA has/will-be paying for the first run of these – subsequent runs will need to be paid for by other sources. Discussion. Christy noted that Mayor Fulton wanted yellow truncated domes for the downtown area and Lori showed a muted yellow version that she prefers that will most probably be the version installed downtown. Christy also reported that the SCE replacement program is in full swing all over town, and though it would be great to have historic-type poles downtown, Edison will only pay for the concrete cobra-version: the difference between the two types' pricing would have to be covered by someone else. The cost is prohibitive as well, with the old-style acorn lights needing almost 5 times as much effort and expense put in to their installation as the cobras.

Appointments | Armstrong – Dave noted that Jim Rice will be stepping down as chair of the Restaurant Committee and thanked him for his work forming it from the beginning. Steve Hoganson will take Jim's place as chair and is anxious to get started. Dave also noted that we need a replacement for Rob Edward's position on the Parking Advisory Board and has asked Jayme Dwyer to accept that position. She has accepted and it is up to City Council to approve the substitution.

ELECTION RESULTS – Lucas reported the slate was re-elected as officers. Congratulations to all.

Announcements/New business

- SGI and the City: Dave noted that he has met with representatives from Public Works about the contract negotiations with SGI, in terms of City-handled third-party contract work downtown. So far, with assistance, DVO/DVP has managed to leverage 2.5 maintenance workers in to 6 by using partnerships. He hopes to be able to work with the City to continue this new tradition. He will report at next board if there is any headway.
- The wood façade for the front of the Hibbs building in the 300-block has been approved by the City, though in his discussions with them, Dave noted that we have no "standard of upkeep" ordinance on the books. Discussion followed about the best way to address this issue, as it is an eyesore often when an abandoned or under-maintained building on Main ruins an otherwise pleasant shopping experience by the presence of graffiti, trash, evidence of outdoor restroom usage, etc. David Comden said he would contact the Midtown Community Council to see if they may be open to participating in a group letter from community councils, urging Council to act City-wide on an ordinance to address this issue. Suggestion was to email the Planning commission about this, citing possible CEQA violations, security issues and others.
- Jeff Smith reported that the Parking Advisory Board met about potential revenue and how to spend it – and the boards agreed-upon stance was not only miscommunicated at Council but the Advisory Boards recommendation was the opposite of that which was presented by Staff. Lively discussion followed about how this could occur. Jeff asked for input from DVO and DVP about how the monies should be spent.

Public Comment – none.

Meeting adjourned at 10:25 a.m.

Respectfully submitted, Jerry Breiner – secretary, 2010-2011