

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting May 12, 2010 505 Poli, 5th floor

DVO Directors present: Dave Armstrong, David Comden, Jerry Breiner, Greg Smith and directors Christy Weir, Michele Olsen Patrick Mullins, Jayme Dwyer, Cheryl Heitmann Seana Marie, Lucas Johnston, Doug Wood and Zoe Taylor (absent were Charnelle Smith, Steve Hoganson, Jason Collis, and Jim Luttjohann, excused absent were Lori Moll, Jim Rice and Clarey Rudd,) | **quorum met with 12 of 20 - and 0 late arrivals**

DVP Directors present: Dave Armstrong, David Comden, Jerry Breiner, Cheryl Heitmann Greg Smith and directors, Christy Weir, Mike Merewether and (absent were Mark Hartley, Jeff Smith and Jeff Becker, excused absent was Ed Warren) | **quorum met with 7 of 11 – and 0 late arrivals**

Other attendees: Barbara Evans, Bret Weber and Sid White.

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 meeting minutes | Breiner - A motion was made to approve the previous DVO board minutes. Seconded and approved with 10 in favor, no opposing, and 2 abstentions. A motion was made to approve the previous DVP board minutes. Seconded and approved with 6 in favor, no opposing, and 1 abstention.

Team reports

- **SGI:** Bret gave a brief update on his team's work. They have been performing a lot of weeding downtown, especially along the outer perimeters of the work area. They have had a request to wipe down the trash bins, and the board will look further in to seeing if we can work that in to the scope of work Dave Armstrong is currently negotiating with the City on. Q: Is the stairwell on SGI's scope? A: No, it is not, and it is supposed to be addressed by the City. Jerry will bring this up at the Downtown Action Team meeting next week. SGI can sweep the stairwells at this point, and Dave and Jerry will see if the contracted work the City provides can be jobbed over to SGI.

Old Business, Executive Committee updates | Comden – None.

Parking Advisory Board update | Recommendation of Jayme Dwyer to Council – Dave said Jayme has filled out the application and has been interviewed by council members in preparation for council approval in the next few weeks. There was a motion made and seconded to approve Jayme as the designated downtown representative to the Parking Advisory Board. No discussion, passed with DVO voting 12 in favor no nays nor abstentions. DVP entertained the same motion, it was seconded and with no discussion passed with 7 in favor, no nays nor abstentions. Tom Mericle of the City spoke with Dave Armstrong regarding the publicity campaign associated with the rollout of the meters and DVO's endorsement of same. Discussion. The ordinance is set up so that 100% of the net revenues are to remain in the district. It was agreed that the original plan for these meters was not as a funding source but rather a Parking Management Plan. Jerry reminded everyone that original discussions around 2001 and 2002 were focused on the fact that the merchants downtown were missing possible revenue due to the fact that their patrons could not find parking spaces. In subsequent years, research was done indicating that a number of merchants, upwards of 30%, were parking in front of their stores all day, along with their staff, effectively cutting the available parking for possible patrons to a very minimal level. Zoe suggested this needs to be continuously reminded to the public in as many ways as we can get it done. Discussion. Sid noted that weekly meetings at City hall have been taking place regarding the rollout campaign and it will be advertised in the Reporter and the Star.

Executive Director search committee update | Heitmann – Cheryl said the committee is diligently interviewing and reviewing a number of qualified candidates, and we have in front of us the consulting agreement to discuss and approve, if the board so wished. She stated that today was a busy interview day and the committee is trying to step up the pace, while narrowing down the field to a manageable few. After

discussion, a motion was made and seconded by DVP members to approve the consulting agreement with Armstrong Real Estate Advisors' Emma Armstrong (Note: Chair Dave Armstrong recused himself). Motion passed with 6 in favor, no opposing, 1 abstention.

DVP Financial updates | G Smith – Greg brought forth the Q1 financials for 2010 as well as the list of suggested capital expenses for DVP to consider. Greg noted we are on budget and asked for a motion to approve the Q1 financials. Motion was made and seconded to approve, passed 7 in favor, no opposing nor abstaining.

Discussion followed as to whether to purchase a vehicle and a steam cleaning machine/power washer. Greg noted that, due to the savings of 2 months of Executive Director pay, we have monies available. The recommendation from the Finance Committee is to purchase a truck and take out a loan for the power washer, as we will be able to pay it back from proceeds from City contracts and rentals. The truck Dave Armstrong is looking into is a diesel, could be converted to bio-diesel if we so desired to further our "green" footprint. It could be housed at the Vista building or on the area behind the current Senior Center at Santa Clara and Oak. Q: Did the Finance committee discuss the possibility of using our acquisition of a vehicle and power washer as leverage in our discussions with the City, in regards Clean & Safe contracts? A: the expectation is we would have the truck anyway. Suggestion was to hold off on the truck purchase until we complete negotiations with the City on the power washing contracts. We could conceivably lease or sublease out the equipment and personnel to other areas of the City who may want the work done. Discussion. Funds from "Cultivate Ventura" could be used to offset lease fees. A motion was made and seconded by DVP members to approve the DVP purchase of a vehicle. Discussion on liability issues. Motion passed with 6 in favor, 0 opposing, 1 abstention. Discussion on the power washer purchase/lease followed. Motion was made by DVP to allocate up to \$15,000 to purchase a power washer and trailer for DVP use. Seconded. Discussion centered around if we might rent one instead. Q: Did the finance committee look at that option? A: no. The City has told us that the machine would need to meet stormwater standards. Suggestion was to rent a machine to see how it works. Q: Whoever is in charge of cleaning stairwells with power washing is not doing their job – whose job is it? A: City contract. If we get our own power washer and we get the contract from the City, we will need to have one at our beck and call – and it is not in the budget currently. Dave suggested we might use part of the grant monies from SCE for part of the purchase of both items. Q: How much money would come from the grant and the ED budgets? A: approx \$4000. Another suggestion was to speak with Ted Cook about the quality of used equipment and would they be willing to work with us to purchase either, or both, at auction. Motion passed with 6 in favor, no opposing and 1 abstaining.

Discussion followed on the concept of approving a loan of \$5000 to DVO for operating expenses, as DVO has no funding source at this point. Greg reminded us that the original plan was to take in approx \$10K in net revenue from the recycle bins, but at this point after all is said and done DVO is actually in the hole every month a little over \$20. The DVO bin at the corner of Main and California costs us \$145/month and could retail for \$200/month. The idea of sending an email blast to all of the addressed we have in Constant Contact was discussed. Mark Hartley said he was interested in taking that particular unit for his purposes, and David will follow up. After brief discussion, motion was made and seconded to approve the loan to DVO. Motion passed with 7 in favor and no opposing nor abstaining.

The last discussion on the DVP finances was the concept of approving the lease of the DVO golf cart, should DVO agree to lease it to DVP. DVP would pay all expenses and lease it for \$1/year. Motion was made and seconded to approve a lease from DVO of the golf cart for \$1/year. We need to draft a lease agreement between the two entities for this purpose, and Mike suggested we have Daniel, our gardener, meet the same insurance requirements others need to for working with DVP. Motion passed with 7 in favor with no opposing nor abstaining.

DVO Financial updates | G Smith – Greg brought forth the concept of accepting the loan of \$5000 for operating expenses. Motion was made and seconded to approve the loan. Motion passed with 12 in favor, no opposing nor abstaining. Motion was made to lease the golf cart to DVP for \$1/year including all related expenses for the cart. Seconded and passed with 12 in favor, no opposing nor abstaining.

Committee updates

Bylaws | Heitmann – Cheryl said that her committee is finishing up the bylaws and they have been working on new policies for DVP. It is currently being reviewed by outside council and we should have it ready for voting at the next board meeting.

Design | Weir – Christy noted that today is the first Block Party evening from 3pm on. DVO will be the beneficiary of any proceeds, not an official promoter but rather supporter. Christy also said she finally got a bid on the banner poles ad roughly \$38,000 for the two. She is looking in to installation locations and discussing with the City staff on next steps. She hopes the design will reflect the new utility poles going in downtown.

Announcements/New business

- City Council is participating in the Prosperity Council, the theme of newly elected Mayor Fulton. There will be a meeting June 11 and 12 which will include representatives from DVP, the City, the Chamber and the Visitors Bureau

New Business - none

Public Comment – none.

Meeting adjourned at 10:10 a.m.

Respectfully submitted, Jerry Breiner – secretary, 2010-2011