

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting July 14, 2010 505 Poli – 5th floor conference room

DVO Directors present: Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Doug Wood, Cheryl Heitmann, Clarey Rudd, Seana Marie, Michele Olsen, Christy Weir, (absent were Patrick Mullins, Charnelle Smith, Jayme Dwyer and Jim Luttjohann, excused absent were Jason Collis, Lori Moll, Lucas Johnston, Zoe Taylor) | **quorum met with 9 of 18**

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

Other attendees: Sid White, Marni Brook, Barbara Evans, Bret Weber, Gary Richards, Paul Bramson.

Quorums were met and the meeting was called to order at 8:40 a.m. by Chair Armstrong.

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

Approval of previous board minutes – A motion was made by Greg Smith and seconded by Mike Merewether to approve the previous DVP board minutes. Motion was approved with 6 in favor, no opposing, 1 abstention. A motion was made by David Comden and seconded by Clarey Rudd to approve the previous DVO board minutes. Motion was approved with 7 in favor, no opposing, 2 abstentions.

SGI updated | Bret Weber – Bret reported that the stairwells were pressure washed at the parking structure and with plenty of manpower to help now, we are doing more weed abatement and gum removal. Q: is the promenade being addressed from the parking structure down to the end of the Crowne Plaza? A: ys. There are now additional Goodwill employees working with SGI. Q: what is the status of the sidewalk pressure washing? A: we now have the equipment to do it and will be coordinating with the City. Suggestion was made to pressure wash the block prior to the block party events. Discussion. Seana had a great comment on personal maintenance of the structure from a patron. Question on beach cobble and dangerous situations for the lifeguards was discussed.

Old Business/Executive committee | Comden – Nothing to report.

Capital Improvement Priorities | Armstrong – With the newspaper racks imminent placement around September 1st, many of the CIP projects have been funded and will be coming on-line over the next few months. The camera WiFi backbone is due to be in place within the next couple of weeks. Q: is there now a map of the camera sites current? A: VPD may have this, but it may be a proprietary a/o private piece of information that they may not be able to disburse to the general public, due to its security involvement. Idea was to come up with a way to get the specs to private property owners so they can purchase wisely. Discussion on specifics. Suggestion was made to include angled parking in the 700-block from Clarey. Discussion was made to have any new lighting downtown fit in with our master design concepts (cobra-type lights on, acorn-types elsewhere, etc). Should the lights on the 700-block be acorns? Estimate for the new lighting plan was discussed as well as a short discussion on the latest info on the trestle (The City Attorney's office has it high on their list of priorities with an MOU being created by the office to share between the parties) After our long discussion, it was agreed by consensus that our priorities are, in order:

1. Edison Poles
2. Across the street banners
3. Trestle

Gateway discussion | Breiner – Jerry gave a brief background on the history of the Gateway concept of social services, the previous DOT committee's most ardently discussed concept over the last 5 years. The description of the one-stop, multi-agency support system, already with several models in existence nationwide, would create in Ventura a heretofore non-existent coordinated location (or system, depending on how it is looked at) for anyone in need in Ventura, whether their issue is housing, financial, mental health-

related, alcohol-related, drug-related (or any combination) to get assistance. The standard of care and continuum of care is essential, Jerry said, to make sure that those in need do not keep on the same treadmill of getting a small amount of help, for example food only, and stay in the needlessly-circulating cycle of the management of homelessness – as opposed to ending homelessness. The City of Ventura, along with all of the other cities in the county AND the county of Ventura, are committed to ending homelessness in the next 10 years, and proactive – as opposed to reactive – measures need to be applied where the problem exists. Near the end of his discussion, Christy Weir noted that as long as its not downtown it sounds like a plausible work around. She suggested taking place at the Veterans Home location. A short discussion followed. Jerry said he would bring partner members of the Gateway coordinating council to the board meeting where we might vote on this, probably in September. Jerry asked all board members to please supply questions to him, either now or via email for answering. Some of the questions posed were:

What might be the length of stay?

What is the definition of “emergency” housing?

Where are these types of service centers built and why?

What are the funding sources and are they sustainable?

There was a short discussion on the subject of SB2 and its impact on such a service location.

Committee Reports

Promotions | Comden – nothing to report

Organization | Armstrong – Dave noted that the DVP board had a special meeting Monday in regards to the tax roll issue, brought to the board at the last minute by the City of Ventura. The board unanimously approved the pass the request to Council that night which voted on it unanimously as a consent item. Dave also noted the next Third Thursday will be at Zoey’s new location, the next block party is today from 3-8 in the 500-block.

Parking Advisory Board | J Smith – Jeff noted that the staff from the City is now going out to individual property owners regarding signage and the new meters coming in. We now have a new VPD officer assigned to the district, funded by the district.

Cultivate Ventura | Armstrong – Dave said the gas company’s reduced consumption drive now has a top restaurant which has lowered its gas consumption by over 60% over last year. Jason Collis will be heading up the new Restaurant Committee, working with Eric Wallner from the City..

Announcements – none

Public Comments – Gary from PowerWash will demonstrate to the City about what his powerwashing technology does at the Green Expo this weekend. Paul Bramson spoke about the flags along the promenade and the pier

DVO meeting Adjourned

Opening of DVP Closed session

Public comments – none

DVP action item

Closing of DVP closed session

Reporting out of closed session – nothing to report.

Meeting adjourned at 10:05 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010
