

DOWNTOWN VENTURA PARTNERS



Minutes of Boards of Directors' Meeting July 28, 2010 505 Poli – 5th floor conference room

DVO Directors present: Chair Dave Armstrong, Secretary Jerry Breiner and directors Doug Wood, Jason Collis, Cheryl Heitmann, Seana Sesma, Michele Olsen, Patrick Mullins, Charnelle Smith, Jim Luttjohann, Lucas Johnston and Christy Weir (absent were, Jayme Dwyer and excused absent were Vice Chair David Comden, Treasurer Greg Smith, Clarey Rudd, Lori Moll and Zoe Taylor) | **quorum met with 13 of 18**

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

Other attendees: Sid White, Marni Brook, Barbara Evans, Neal Andrews, Dave Wilson (VPD), Gary Kohler, Janet Fukomoto, Gary Richards and Rainbir from Ventura Fusion.

Quorums were met and the meeting was called to order at 8:36 a.m. by Chair Armstrong.

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

VPD update | David Wilson – David reported that the John Snowling is now the assigned officer to the downtown parking district. They now have 2 officers assigned 4 days/week, Thursday – Sunday. The Saturday night concert at the Ventura Theater brought about gunshots in the parking structure, and the shooter was tasered. Dave noted that the theater is working with the Police Department when they feel they may need extra support, but discussion followed on why they might need extra support – and how much extra service and manhours are being spent taking care of this one venue. Cameras, wireless networks and video surveillance will help, but the problem is the venue and acts that are being booked, many of them inciting violence. David also mentioned that VPD is working with some of the social service agencies downtown to help those who want help and addressing those who are resistant to help. Doug Wood related an incident that occurred last week, and Cheryl Heitmann noted that they have had vagrants actually coming in to the Music Festival offices while people are working, asking for handouts. This is absolutely unacceptable, consensus of the room speaking, and discussion followed on possible ways to address this most recent abrogation of the law. Suggestion came to relaunch the anti-panhandling campaign. Q: how often is the parking structure patrolled? A: Quite a bit, it is one of the main focus areas downtown. More cameras will help policing of the structure and downtown as a whole, grants and other funding from Homeland Security being one possible financial source. There is a larger cost, as Dave said, to the downtown when valuable resources have to baby-sit a venue that can't control its own patrons. A couple of extra officers don't make a difference when you have a crowd of 1000 suddenly let out of the theater at once. Dave gave his cell number to anyone who might want to contact him as **207.4982**. There followed a discussion and suggestion on how best to utilize the existing resources, to help curtail violent and illegal behavior. Documentation on violence and overserving of alcohol could be ways to combat this. Jerry said he would work with VPD to gather info.

Special presentation | Doug Wood and Rainber, Fusion Soccer of Ventura – Rainber introduced himself and went in to detail about the playoffs they are now in, noting that there is a real groundswell of support for this Ventura-based soccer team. The economic development value is tremendous. Founded in 2006, they play in North American Premier league. They are the current champions for the 68-team league. They spent approximately \$500K last year in and around Ventura. Cheryl noted that is a tremendous opportunity to help this team and get us all on the map. Consensus of the group is to support the Fusion in any way we can

Approval of previous board minutes – A motion was made by Cheryl and seconded by Doug to approve the previous DVO board minutes. Motion was approved with 6 in favor, no opposing, 6 abstentions. A motion was made by Mark and seconded by Christy to approve the previous DVP board minutes. Motion was approved with 6 in favor, no opposing, 0 abstentions.

Old Business/Executive committee | – Nothing to report.

SGI Equipment lease | Armstrong – A motion was made by Jerry and seconded by Mike to approve the leasing of the truck to SGI for \$1/year. Motion passed with 6 in favor, no opposing nor abstaining.

Minipark Sublease | Armstrong – Dave made mention of the fact that Lori Moll is no longer pursuing a sublease of the vacant lot in the middle of the 300 block and the City is not interested in continuing their leasing of it. It is imperative we don't let it get abandoned by neglect, even though the owner works downtown. He suggested leasing it at its current rate of \$1000/year + utilities. Cleaning, fencing and general maintenance would be required, but DVO could control its use. It has the potential to go downhill with no upkeep. Discussion followed. Mike suggested getting quotes on operating expenses. Mark said that if we are looking for a place to hold events, this would be a great asset to our stock downtown. If it's a reasonable expense and there are clear public benefits, there may be RDA monies available. Consensus is to have Dave pursue this with the owner.

Committee Reports

Search | Heitmann – Cheryl reported, at long last, that we have hired Kathleen Eriksen to the position of Executive Director. After narrowing down the field to three very qualified individuals, she is an extremely qualified and well-seasoned executive director. She starts August 16 and is en route to Ventura at present from her home in the Midwest. A formal welcome might be a good suggestion. Cheryl noted that committee worked tirelessly to find someone to fill the position with all diplomacy, intelligence and judiciousness possible.

Announcements – Dave noted that the public parking meetings regarding the meters have taken place with minimal attendance. 10-15 people showed up at each for a presentation by Tom Mericle of the City. The rollout of the meters will be September 14 and they will accept coins, credit cards and perhaps funds via a cellphone. Installation will take place mid August, around the time the newspaper racks will also show up. Suggestion was to get together a comprehensive list for Kathleen Eriksen of the actual contacts at each merchant so she doesn't have to learn them herself.

Monday nights council meeting will be addressing SB2 and its possible impact on Ventura for a 300-bed emergency shelter. It can be located, by right, anywhere in the City Council deems appropriate. As Dave noted, there is a desire to concentrate social services downtown, though as Jerry noted that is where those in need live and frequent. As the proposed ordinance currently reads, the shelter could be located in an industrial area as long as there is transportation to the location. The fear, as always, is that the surrounding area will be affected by the clients of the facility. Neal Andrews noted that the suggested ordinance has been altered significantly from its original version, and a facility of the total size of 300 beds could not be built in Ventura at this time. Ed stated that there surely are better places to build it than in downtown. Neal noted that there are concerns about concentration, but one of the key advantages to the approach is to spread the supply out across the City. It would still have to go thru a permitting process. Casa Esperanza in Santa Barbara is the closest model to this and he spoke to the fact that, at least in Santa Barbara, a centralized system works much better than the hodge-podge we have here in Ventura. Discussion.

Jason is now heading the Restaurant/Bar Association and it will be meeting August 4th. The first meeting will take place at Jonathan's Restaurant, agenda topic will be Restaurant Week set for October.

Dave noted we are starting to collect articles for the next newsletter. He is also working on the activity report due to the City on the progress of the PBID.

Public Comments –

1. Mike noted that the Rubicon's new production is amazing, running August 6-15th.
2. Cheryl noted that Sandra Laby won the dance contest on the day of her 50th wedding anniversary
3. Neal noted that Fire Services will be here to honor and celebrate those who serve for all of us on the front lines of the Fire emergencies, and this year's celebration will honor local, county, state and even Federal workers. Part of the celebration is a gift bag, and he urged any one interested in donating to the bags to contact him. There will be approximately 20-30 bags in all
4. Charnelle mentioned that Pier Under the Stars will take place October 2 and it is almost fully booked with restaurants at this time.
5. Jim Luttjohann noted that foot traffic downtown is back to 2006 levels, as of the last survey. He also noted that he is meeting with Christy Weir and reps from Amgen to see if they may be open to returning to Ventura next year.
6. Mark noted that he will be throwing a reception for the Dallas Cowboys at Watermark as they return to their Oxnard training camp
7. Dave Armstrong noted he has been meeting with Denise Sindelar about a holiday party and/or street fair along with Artwalk funding a/o sponsorship.
8. Jason noted that Limoniera and his restaurant continue to hold music events at the location in Santa Paula, one coming up in August for Breast Cancer Awareness month.
9. Seana noted that there is still a mess in front of the trash bins at the parking structure. Discussion followed about how best to address it.

DVO meeting Adjourned

Public comments – none

Opening of DVP Closed session

DVP action item

Closing of DVP closed session

Reporting out of closed session – Dave reported that Mike moved and Cheryl seconded a motion for DVP to hire and enter in to a lease agreement with SGI to lease Kathleen Eriksen as our Executive Director. Dave also reported that Cheryl moved and Ed seconded to approve a draft employment agreement between SGI and Kathleen.

Meeting adjourned at 10:52 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010
