



**Minutes of Board of Directors' Meeting
May 13, 2009
Affinity Bank Conference Center**

Directors present: Secretary Jerry Breiner, Vice Chair David Comden, and directors Mark Hartley, Jim Rice, Greg Smith, Lucas Johnston, Jason Collis, Cheryl Heitmann, Doug Wood, Jennifer Livia, Jim Luttjohann, Lori Moll, Christy Weir and Maria Fiore.

Directors absent: Chairman Dave Armstrong, Zoe Taylor, Tom Wood, Clarey Rudd, Ed Warren, Seana Weaver,

Other attendees: Executive Director Rob Edwards, Barbara Asbell, Deborah Schreiber, Julie and Kathleen Hughes, Anders Gustavsson, Dave White, Sid White.

The meeting was called to order at 8:45 a.m. by Co-Chair David Comden.

David Comden began the meeting with a congratulatory toast to the board, in appreciation and acknowledgement of the passing of the PBID vote. Lori Moll provided wondrous culinary delights for breakfast, and Jason Collis provided champagne and orange juice. Discussion to follow.

Approval of previous board Minutes – A motion was made to approve the previous board minutes. Seconded and approved.

Old Business | Executive Committee Report | David Comden – David reported that the new Parking Advisory Board has at long last been created by City Council. On the board sit Jim Rice, Ed Warren, Tom Wood and Rob Edwards, along with long-time DOT volunteers Jeffrey Smith and Barbara Evans as well as new community volunteer Tammy Jensen. Congratulations to all!

Executive Director's Report | Rob Edwards - Rob gave a most welcome congratulatory update on the PBID vote and how it went down. He reported, unlike the Star, that the vote was actually much higher than reported (*ed.note: the City printed a retraction/clarification within days of the report but after this board meeting*), citing a 76% yes vote, as opposed to the 54% reported at Council that evening. Next steps include the new board's creation and the opening of a checking account once completed. It is the DVO's place to develop the bylaws, said Rob and Sid. The existing board will serve as the ad hoc committee to help create those bylaws, and the PBID Advisory Board will help draft them for presentation. Lori made a motion for Rob to re-assemble the PBID Advisory Board and oversee the formation of the new bylaws, budget and new board makeup. Seconded, passed. Rob next reported that the PBID's vote passing will allow us to expand our physical office space, much needed now for months, and pursuant to that Mark has offered space in the Vista Building at a reduced rent. This space includes a larger office space plus a meeting room. We would have to vacate our space at the VVCB by June 30 to accomplish this, and though the utility of uses at the VVCB, including the use of the copier/fax and meeting room are great, we can work with a trimmed down setup and perhaps pick up a fax/copier. Motion was made to terminate the current lease, seconded and passed with no discussion but one abstention from Jim Luttjohann. Finally, Rob noted that the passing of the PBID in essence gave DVO the opportunity to terminate his employment or offer the bonus spoken of last year. Since the bonus was contingent on the PBIDs passing, the executive committee agreed to include it in the salary projection for the end of this fiscal year (ending June 30) if it passed. No further motion was necessary to implement this. Rob is sending out a letter next week to all 220+ property owners, informing them of next steps and asking that if anyone is interested in serving on the board the know up front there is no monetary commitment in terms of fundraising but there most definitely IS a time commitment of at least 90 minutes per week. The first week of June will be the target date for the first large-group meeting, sooner for the steering committee. Question was raised as to how the DVO/DVP process will unfold. Rob explained that the all interested parties, including our existing board, will be invited to participate, keeping the 7:11 ratio as described in the PBID's petition documents. The new board, once seated, can expand the size of the board to any number it chooses. It was suggested that a true democratic process be used, with perhaps an executive board to oversee funds. As the 501C6 might be the parent organization (DVP) and the 501C3

might be the DVO, there is probably a way for both boards to exist simultaneously, with some overlapping members and an over-arching executive board that meets every quarter or so to go over budgetary items. Discussion. Greg suggested allowing the Steering Committee to bring direction to the DVO, Sid asked Rob to make sure ALL assessment data is in to the City in time, as all assessments MUST be in the County by end of June for the next tax season's payments. Rob finished his report, going over next weekends Amgen bike race. There will be no alcohol sales or consumption on the streets, but we hope to have the streets somewhat animated all day. Discussion.

Committee Reports

- **Economic Restructuring Committee | Rob Edwards for Dave Armstrong** – Sid gave an Economic Summit update, citing it as a very effective first step in involving the populace in solutions that benefit us all. Discussion. He noted that Rob did a fantastic job, moving between disparate groups that day, and giving DVO input to all committees present. 5 workshops and 54 action items later, it includes a reorganization of the economic development department. Thank you notes and further invites for comment are being sent out at this time, and the new attitudes coming from the community are just terrific, Sid stated. Christy noted that the PBID would not have happened without Sid's tutelage, and we applauded him for same. Sid, in true fashion, also thanked Jerry Breiner for his ongoing work on the subject, 6 years later. Jim Luttjohann noted he will be attending ICSC and needs copies of the Downtown Works folio, Dave Comden to provide. Christy mentioned that there is a new potential tenant for the Bonnie's location in the 500-block, a small chain store. Discussion. Jim Luttjohann noted that in surveys visitor impressions are very favorable to our "non-chain" downtown. Cheryl said that a lot of the Music Festival performers were from out of the area this year and she had lots of very positive input.
- **Design Committee | Lori Moll** – Lori noted the committee met a week and a half ago and went over newsrack placements and designs. The new planters are now in place, having been readjusted and moved in some cases in the 400-500 blocks. The trash bins are nearly ready to ship, should be here mid May. The Outdoor Dining Guidelines are being worked on with Jim Rice and the Restaurant Committee. Discussion. Question came up regarding the proposed new guidelines and their interfacing with the ABC guidelines. They do conform, yes – for example, the height of the fences is exactly as ABC describes. Quinn has done a great job helping to keep the ball rolling, and we all owe him a debt of thanks. The suggestion will be for the City to kick back the application to the DVO Restaurant Committee before going to ABC, to make sure all is in accordance with the new guidelines. Comments should go to Jim, Rob and Lori.
- **Promotions Committee | David Comden** – David gave his update on the last meeting, spent mainly on Artwalk. This was a bigger event than the fall Artwalk, perhaps as there has been much ado about its future, Robin saying it was the best to date. David and the committee made a field trip to the San Pedro Artwalk which runs every month and picked up some great ideas. Thanks to Mark Hartley CSUCI Art Department now has a location in downtown, at the first floor of the Erle Stanley Gardner building. They have sold 17 pieces so far, and they are thrilled to be here.
- **Restaurant Committee | Jim Rice** – Jim reported that the committee now meets only once a month, and he feels confident that the outdoor dining guidelines and setup will soon be behind them. The constant issue, as it's been from the beginning, is vagrancy, as it is connected to ordinances, enforcement and more. On that note, Dave Wilson wanted to make sure the board was aware of a push to make it legal to sleep in cars in Ventura, brought forward by the Faith Based Subcommittee of the Social Services Task Force. The Subcommittee had a peaceful demonstration at City Hall last week, and we discussed the concept's implications. Dave noted that Chief Pat Miller has made it very clear he is opposed to the idea, as he has seen it not work in Santa Barbara, which is one of the committee's examples. The distinguishment between homeless and vagrants is key to the way this issue should be addressed, said Dave, and Jerry reiterated that in the DOT meetings for years that distinction is key to understanding the very nature of the homeless situation here in downtown. Jerry noted that the Social Services Task Force voted on the ideas brought forth to the Council, though Jerry abstained from the vote since he was unable to bring the concept to the board at that moment. The march on City Hall was not voted on by the SSTF, only the subcommittee, and had they asked for a vote Jerry said he would have voted no on our behalf. Jerry is to make a recommendation for the board to review prior to the next meeting so DVO can take a formal stand on the car-sleeping issue. Christy suggested we have Peter Brown present at the next board meeting to discuss some of these issues and will invite him for the June 1 meeting. She said it would be extremely helpful for Council to know where DVO stands on the issue. Discussion.
- **Organization Committee | Lucas Johnston** – Lucas announced that the next DVO Business Seminar will take place within the month, time/date/location TBA. He also reported that they are actively promoting the stage race intra-business downtown, and this is partially in hopes of implementing the long-awaited Volunteer Recognition Awards. The next Third Thursday will take

- place at El Rey on 5/21. Watermark will take the June date. Discussion.
- **DOT – DAT - SSTF | Jerry Breiner** – Jerry expanded on his recent discussions with Pastor Sam who is going to be leasing the City Center Motel site. It was suggested that we do what we can to have him come to one of our board meetings to discuss his plans, but it was noted he is not available on Wednesday. Suggestion was made to have him send a proxy to discuss what they have in mind. Discussion. El Patio is currently stayed, as their funds have dried up. Jerry said he has been interfacing a bit with Deborah Schrieber to get a public meeting with Pastor Sam in the works, as the Council will need that to go forward, and DOT would be the obvious organization to put it on. He gave a brief update on the DAT progress, including the first documented anonymous hotline tip about deplorable pest conditions at the Ventura Inn. Discussion. Dave Wilson gave out the hotline for shopping carts as 252.4613. Jerry will get the anonymous hotline for health and safety violations up on the website asap.

New Business – Jim Luttjohann noted that Dave and he worked on a seminar/reception for the National Society of Newspaper Columnists. Rob asked us all to let him know about upcoming events and for the committee members to look thru the proposed PBID management plan to see where they could spend some hard-earned dollars. Discussion.

Public Comments – During Artwalk there were 600 surveys taken by Anders Gustavsson and crew and the results will be available soon in the Ventura Values circular.

Meeting adjourned at 10:30 a.m.
Respectfully submitted, Jerry Breiner – secretary, 2009-2010