



**Minutes of Board of Directors' Meeting  
July 22, 2009  
Affinity Bank Conference Center**

**Directors present:** Chairman Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, and directors Lori Moll, Jennifer Livia, Jim Rice, Jason Collis, Mark Hartley, Lucas Johnston, Jim Lutjohann, Greg Smith, Zoe Taylor, Doug Wood, Christy Weir, Seana Marie and Ed Warren,

**Directors absent:** Tom Wood, Cheryl Heitmann, Clarey Rudd, Maria Fiore,

**Other attendees:** Executive Director Rob Edwards, Marni Brook, Jeff Smith, Mike Merewether, John Zaring (Zaring Group), Amanda Broggie (Paladin Principle), Sid White, Michele Olsen.

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

**Special Presentation – Paladin/Zaring Classic Rock/Blues Festival 2010** – Dave introduced John Zaring who gave a summary of what he and Paladin have in mind for a Classic Rock and Blues festival to take place next year. He has worked as a fundraiser for 25 years and approached the V C Fairgrounds committee to ascertain the viability of putting on this festival Labor Day Weekend 2010. The idea is to set it up as a Ventura “signature” event, not necessarily for the fairgrounds but for the City, integrating art, photography and music-related businesses, all set up as a fundraiser for arts and music education. He has presented to the Chamber and personally to Mark Hartley. There are many sponsorship opportunities, including television, DVDs and the like. Q: Is Labor Day 2010 locked in? A: no, though they met with a rep from one local hotel to discuss. The Fairgrounds currently has no contract for that weekend. Demographics tend to lean towards the late 30s, early 50s crowd but families and people in to their 60s are in to this type of music and culture. He would like DVO/DVP assistance to work with the community. DVO might contract with a local memorabilia company for fundraising purposes. Doug mentioned that Labor Day weekend may be problematic in that most people are traveling that weekend. Discussion.

**Old Business | Executive Committee Report | David Comden** – None.

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

**Executive Director’s Report | Rob Edwards** – Rob reported that he is still working on the newsletter with Lucas and will be requesting updates from the committees. Lucas would like to set up a new bank account for DVP. Eric and Rob met with Elena Brokaw in regards ArtWalk Autumn and have 40 merchants signed up so far – Elena agreed to put it on, now that the threshold has been met. Discussion. The next Parking Advisory Board meeting will take place 8/12/09, with meter installations now set for early 2010. No committee input was asked for nor given as to the timing of the installation of the meters, Rob said. Coastline Church has a “downtown cleanup” scheduled for this weekend, Rob thanked them publicly. Christy noted the City just steamcleaned Figueroa Plaza. Rob also mentioned that the recycle bin advertising is sold out, the Busy Bee being the first to take part.

Rob reported that Amgen is considering altering the upcoming race, due to a snafu with the City of Ojai and the County of Ventura, in regards permits. The California Beer Festival is moving forward. Also, the Pacific Coast Business Times did a positive write-up on downtown recently, and Rob would like to put together a press release of positive leases coming up in the next few weeks, if possible. At the Chamber PAC meeting, Brian Brennan and Ed Summers were interviewed as candidates for Council. Zoe will get us an update on how those interviews went next board meeting.

**DVO-DVP formal relationship: Dave Armstrong** – Dave noted that the goal is to seamlessly integrate the two boards in as many ways as possible, for a smooth transition and clear operating and communicating. He mentioned that two DVO board members are considering resigning to make way for more merchants on the DVO board. Jeff Smith of DVP is working on a formalizing of the relationship in a legal document.

Discussion followed on budget requests and protocol. Rob will work on putting together a forum in September. Dave thanked Christy Weir for inserting verbiage in to the pilot program for sleeping in cars, keeping public parking lots from being used. Funding for this program may start January 1, 2010. Dave also noted that the City contract may be signed today and the request for the City's loan to DVP be accelerated.

Dave formally announced that Rob has accepted DVP's offer of the position of CEO. The ramifications and specificities associated with the job will be hammered out by the personnel committee. Rob will most probably act as the CEO of both the DVO and DVP. Zoe offered to get a copy of the Chambers agreement, as their model is very close to what DVO/DVP has in mind. Seana said she was unclear as to the status of who is on the board, who is on what board, and who is NOT on any board. Discussion. Rob will be calling the existing board members who were not here to clarify.

#### **Committee Reports**

- **Economic Restructuring Committee | Dave Armstrong and Jim Rice** – Dave noted that the committee discussed a number of things at yesterday's meeting, including the idea of getting Jeff Becker to either rent or donate the sign at 101 to DVP. Economic Summit results will be brought to Council 8/3 for review. Dave also talked about his committee's "Cultivate Ventura" concept, utilizing green ideas to work with economic development. This includes Guerrilla Gardens, Windows on Art, Co-Working Space and Downtown Works. The Seeds of Life concept, with Area Agency on Aging teaming up with the Juvenile Offenders, putting together a group-effort garden is a perfect example of how this can work. Discussion. He also noted that the State is taking RDA funds which will most probably limit street repairs in the downtown over the next few years. Rob will be updating the broker and property list on the site. Discussion followed on the concept of an open-air market.
- **Design Committee | Lori Moll** – Lori noted the committee met and is working on the holiday plans and ArtWalk.
- **Organization Committee | Lucas Johnston** – Lucas reported that the committee is currently working on getting the schedule set for candidate forums in the fall. Also, the Retail Smart Guys are coming out for another seminar on 8/20, place TBD. During discussions with Lori, the committee is considering some type of winter-themed historical fundraising event, utilizing churches, choirs, bells etc. He also mentioned the possible board member resignations referred to earlier, and who might fill those vacancies that is serving on committee. Discussion. We also discussed our bylaws phrasing, in regards to board members missing meetings with unexcused absences and the automatic removal of said board members. Jerry will keep the tally up to date with the Chairman for further discussion.
- **Promotions Committee | David Comden** – Dave reported that the ArtWalk Fundraiser put on by Jennifer raised almost \$4000, and we applauded Jen's nearly solo efforts in the enterprise. She received some great press in the Star. Rob mentioned that in his discussion with Elena Brokaw that she requested DVP add \$10,000 to the total to help sponsor. Discussion. David also reported that the next merchant briefing is July 29<sup>th</sup> at my florist, 9:00am.
- **DOT – DAT - SSTF | Jerry Breiner** – Jerry noted that the Ventura Inn pest control anonymous report is still under way, having received a certificate of compliance from Code Enforcement, suggesting that though the room under specific report seems to be okay at this point, they expect they will have to return in the near future for the same pest control problem. He will keep us up to date on changes. Jerry also spoke of the upcoming public forum regarding a downtown-wide trash management plan, spurred on by the City Environmental Services Department, EJ Harrison and Sons and the City Attorney under DVO guidance. Rob noted the new recycling bins separate trash from recycling at each location, something we have not had downtown to date. Harrison changes out the bins every three months in the alleys, and if one gets bypassed we should really stay up on that and report it, as damaged bins not only look poorly but don't work the way they are intended. Discussion. Christy will be taking the conceptual design of the 500-block alley to the property owners soon, and Jerry offered to attend as a DVO rep. Christy noted that the sales tax initiative is coming to the voters in November and it is vital we all look at helping that pass to keep as much local control of larger issue items here, rather than Sacramento. This includes roads, streets, and much more. Discussion.

**New Business** –none | **Public Comments** – none.

**Meeting adjourned at 10:50 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010**