

# DOWNTOWN VENTURA PARTNERS



## Minutes of Boards of Directors' Meeting November 25, 2009 Pacific Western Bank Conference Room

**DVO Directors present:** Chair Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, Treasurer Greg Smith and directors Jim Rice, Michele Olsen, Cheryl Heitmann, Jim Luttjohann, Lori Moll, Seana Marie, Steve Hoganson, Christy Weir, Doug Wood, Lucas Johnston (absent were Jason Collis, Clarey Rudd, excused absent were Zoe Taylor and Maria Fiore)

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

**Other attendees:** Executive Director Rob Edwards, Sid White, Marni Brook, Gary Blum Vince Barons and Barbara Evans.

**Quorums were met and the meeting was called to order at 8:35 a.m. by Chair Armstrong.**

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

**RDA Implementaion Plan | Sid White** – Sid gave his report to the boards in PowerPoint form with detailed descriptions of each slide and its impact on the downtown. It is a flexible plan which lays out the present and future plans for the RDA, with detailed budgeting goals. Discussion on benchmarks. Housing, including affordable housing (currently over our allotage by 35%) and inclusionary housing were discussed. Q: Is there a way to utilize our overabundance for a policy consideration by Council, regarding disbursement of affordable units, downtown and city-wide? A: Fiscal impact of affordable housing is major (lack of property taxes, in lieu fees, discretionary available monies to spend to downtown as examples). Dave mentioned that in his opinion, there may be possible CEQA impacts regarding calls for service. This will be coming to Council 12/14. Suggested strategy, after some discussion, was to let Council know, via email or in-person, comments on the impacts to costs to the City more affordable housing would bring to downtown. This would include items and subjects such as the parks, police and quality of life issues. Q: Are there other cities in the county who have done this? A: No, though it's becoming a more popular thing to include in general plans, statewide. There was a motion then made to request board endorsement of a letter to Council, from DVO and DVP, regarding inclusionary housing restrictions, to be drafted by Dave Armstrong and edited by the Executive Committee. Motion was seconded by members of both boards and votes were 9 in favor, 0 opposed, 0 abstain (DVP) and 14 in favor, 0 opposed, 0 abstained (DVO).

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

**Approval of previous board minutes** – A motion was made to approve the previous DVP board minutes. Seconded and approved with 7 in favor, no opposing, 2 abstentions. A motion was made to approve the previous DVO board minutes. Seconded and approved with 13 in favor, no opposing, 1 abstentions. Jerry requested that anyone present please sign up on the sign-in sheet.

**October 2009 Financials | Greg Smith** – Greg brought forth the latest completed financials, and with additional comments from Rob discussed details of the report. Motion was made to approve and seconded. DVP passed with 9 in favor, 0 opposed, 0 abstentions.

**DVP Planning Report | R. Edwards** – Rob showed us for review the State-required report, due to Council 12/1, detailing background and description of our workplan. Edits were suggested from Jeff and Jerry, and a motion was made and seconded to approve the report, subject to those edits. DVP board passed the motion with 9 in favor, 0 opposed, 0 abstentions.

## **Executive Director's Report | Edwards –**

### **ADMIN & ADVOCACY**

**Planning Report due to City Council on Dec 1:** Attached here, per the California Streets and Highways Code, DVP must deliver a report on our activities to city council annually. Our first report is due Dec 1.

**Assessments & Tax bills:** Property owners continue to require explanations of why their assessments are the dollar amount they are. Phones call asking for insight and explanation have increased precipitously this week as tax bills are due. County is being helpful.

**DVP Bylaws:** Made the necessary edits, per the bylaws committee so that the board can vote to adopt them at a December meeting.

**Budget Formulation:** Met with most members of the DVP board over the past two weeks to get further input on what priorities each board member supports per the Management Plan; Met with two committee chairs to determine near final budget line items for you all to consider at the next board meeting.

### **PROMOTIONS, MARKETING & COMMUNICATIONS**

**Holiday Lamp Post Banners:** Orchestrated installation of holiday banners this week.

**Holiday Media Buy:** Promotion cmte chairman Comden made ad buys with the Star, VC Reporter, KCLU and KBBY to promote holiday events downtown—tree lighting at the Mission and the Twelve Windows of Christmas.

**Restaurant Week:** We need event co-chairs to further this effort.

### **ECONOMIC DEVELOPMENT**

**Holiday tree lot** next to the VVCB will return! Assisted the operator with: permits for the space, electricity to the site, vendor identification, and décor sourcing/options.

### **CLEAN, SAFE & DESIGN**

Contacting multiple service providers to express our needs and entertain bids.

**Holiday Plans | Lori Moll** – Lori reported that the replacement bulbs for the lights are due in this coming week. A few businesses, having seen the lights, have expressed interest in them and Lori will be working with them to hopefully accommodate their needs. Total amounts paid to date for these lights are \$31,607, \$14,550 in materials and \$17,057 in installation fees. It was agreed that it's a successful project and looks great downtown. Suggestion was made to look in to a blanket permit/license for the lights, once the temporary period is up. Discussion. Lori also announced that the December 5<sup>th</sup> Caroling-and-Tree-Lighting event is going well with a couple of choirs participating. Father Michael is trying to work with Lori regarding the replacement of lights on the trees. It was discussed that getting the word out about any happenings downtown is difficult, as there is no one great way to do it. Jerry remarked that in years past, the DVCC used block captains (which DVO does not currently have) to disseminate info locally. Email blasts are effective but only to a point – in-person contact is always the best, but the amount of time it takes up is immense. Dave Comden said his staff will help distribute the second notice of the festivities, and Jerry noted that there were 20 board members in the room who might want to donate an hour or so, we could wrap it up quickly, and Jerry volunteered his time if needed. Jim suggested that flyer-ing was a bad method of communicating and suggested the block captain concept be used in the future. Discussion.

**2010 Work Plan | Rob Edwards** - Rob presented the proposed work plan he and the Executive Committee, along with participation from the other committees, have put together. Discussions centered around the start date (in a perfect world, January 1) though realistically is that possible? Discussion. The use of funds for security/police versus clean programs took quite a bit of time and the consensus was that we need a comprehensive plan to keep downtown safe and clean. Greg and Rob brought up the names of a couple of different national organizations that do “clean and safe” programs. A holistic approach that incorporates both

clean and safe, perhaps with police AND private security may work. It was suggested that the Clean & Safe committee bring back to the board 3 different scenarios to consider, one with VPD, one self administered and one with a provider that would take up the entire budget.

**Announcements** – The Downtown Rotary Club is collecting coats at the Visitors Center for the holidays. The Chamber Art Festival broke even on their event. Zoe has retired from the Chamber but is still on our board as in individual. The Parking board will meet next week. The thrift store letter we delivered to Council will be considered on December 14 as council considers a moratorium on new thrift stores. DVO has committed to stakeholder meeting to take place early 2010..

**New Business** – none.

**Public Comments** – none.

**Meeting adjourned at 11:07 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010**

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