



**Minutes of Board of Directors' Meeting
April 23, 2008
Crowne Plaza Hotel**

Directors Present: Chairman Jason Collis, Vice Chair Dave Armstrong, Secretary Jerry Breiner, and directors Glenda Lewis Grayson, Lori Moll, Clarey Rudd, Douglas Wood, Mark Hartley, Ed Warren, Maria Fiore, Zoe Taylor, the Honorable Cheryl Heitmann, Honorable Christy Weir and Seana Weaver.

Directors Absent: Sandra Walker, Jim Luttjohann, Greg Smith and Jack Carter.

Other attendees: DVO Executive Director Rob Edwards, Sid White (City of Vta), Debora Schreiber (Kalorama Coalition), Gerhard Meyer (advisory Board Member), Barbara Evans (resident), Barbara Asbell (Anastazi Development), Bill Erickson, Marni Brook (Montecito Bank & Trust), James Carling (Ventura Limoncello) and Lindsay Miller (Sassy Sally's).

The meeting was called to order at 8:40 a.m.

Old Business - none

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** – The committee met last week and handed out assignments. The outreach to brokers has started and we have a new broker on the committee. Dave asked him what reasons would keep a large store or regional/national store from opening downtown? He will be getting back to us with a full list, but the obvious things came up right off the bat, the first being vagrancy downtown. In other news, the Rubicon Theater Company has asked to host 4 events at the Elks and Dave asked for some show of support from DVO in regards to cleaning up the Elks lodge on a temporary basis while Project Encore books it. Once the building is under renovation the owner will be putting in needed major changes, but for a performing arts location Dave suggests that his committee can handle whatever they may need. He has agreed to personally lease the Elks, provide liability insurance and will act as the go-between for the arts organizations. Also:
 - The Ventura County museum temporary move to 89 S California should happen next week, all in concert with the restructuring of their existing museum building. Their grand reopening of the temporary location is set for May 1st.
 - Rob has spoken at length with Dave about using DVO's 501C3 status to allow fundraising for Project Encore. This does not preclude for-profit enterprises from using the facilities but rather encourages it. The idea, as Dave said, is to implement the Retail Strategy, as per our MOU. To this end, there was moved and seconded that DVO endorse Project Encore in regards to the adaptive reuse of the Elks Lodge. No discussion, vote passed.* Further, there was moved and seconded a motion to allow use of DVO's 501C3 nonprofit status for fundraising efforts in regards to cleanup and improvements to the Elks Lodge. No discussion, vote passed.*
- **Design Committee Report: Glenda Lewis Greason** - Glenda reported that the Spring clean up was quite a hit. We had twice as many volunteers as the previous cleanup days, and members of City Council, City staff and the Mayor herself could be seen pulling weeds, picking up trash and planting new flowers and the like. Rob noted that the map he created, with pull-off quadrants of target areas, was completely

cleaned off and we hit every pocket of the downtown. Also:

- There will be a sample of tree uplighting in the near future, located somewhere in the downtown, as a test location for how the lighting may look. We will be updated by Glenda or Rob.
- They are ordering 10 new benches for placement downtown, looking for sponsorship of 4 of the benches at \$700/each.
- The banner ordinance allows non-profits to put up banners around the City on a first-come, first-served basis. Rob will be meeting with the heads of a number of the non-profits in Ventura to discuss coordination between them and will report back to us.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry gave a brief report on his two committees. He said the 4 public meetings on Parking Management (including meters) will be held April 28 and May 13 at 9am and 6pm at the Knights of Columbus Hall on S Figueroa. Entrance is in the rear as is parking. Greg and Jerry will handle the DOT section of the program, run by the City, and Rob will emcee. Tom Mericle will be going to Council on May 29 and will be looking for an endorsement of the parking Management plan, including meter installation, and Jerry will be bringing DOT's recommendations to the board on WEDNESDAY MAY 28th. DOT will meet on May 22 to finalize the discussion. Lobbying council members was part of the committee discussion, and the entire plan will include subjects such as commercial loading zones and time restrictions, public and private parking benefit districts, employee parking, meters and the block-by-block analysis DOT requested in the beginning. Discussion. Also:
 - The new signs on the water main-sewer main posts should by now be obvious to the public. These were put in place to help clarify when you CAN park downtown. So far, the response has been favorable. DOT believes we should do whatever we can to help our merchants out in this bad economic time
 - The housing subcommittee meets tomorrow to further hone the City Housing Element draft, put together by the committee and Nick Deitch.
- **Organization Committee Report: Sandra Walker** – Rob filled in for Sandra today, reporting that the committee met last week in regards to creating a formal "thank you" for exceptional volunteerism. He noted that he plans to facilitate a State of the Downtown public report before his first full year is up in July as well as fund-raiser, and he and the committee are looking for fund-raiser suggestions in regards.
- **Promotions Committee Report: Seana Weaver** – Seana reported that the Zodiac Pub Crawl will take place this Sunday the 27th with an email reminder due out this week. Her committee is currently working on the Ventana magazine photo shoot for the Mother's Day issue and will send to Jerry once completed for the website. Next meeting is at 4:00 at Weaver Wines on Monday. Her radio program begins on May 14 on KKZZ and she will be marketing downtown along with her store to everyone in ear-shot. On May 30 a new event, VENTURA WOMEN AND THE CITY, modeled loosely after Sex and The City concepts, will benefit the Women's Economic Ventures here in town. There are an amazing amount of promotional events tied to this – we will get more in-depth and updated info once she has it in hand.
- **Executive Directors Report (see below)**

+ **Finance Committee** will meet before the end of the month to conduct a past and future budget review and prepare for our final 15 months.

+ **Kevin Costner's** next movie will premier in Ventura. His people are working with Sandy Smith, Mark Hartley and me on a July 26th event that will include a reception at WaterMark, the film screening, and a post-film concert on Main and California Sts provided city staff permits it. An offer has been made to include DVO in the fundraising aspect of the day! Suggestions?

+ **Restaurant Row:** I am suggesting DVO directors who own and operate restaurants and/or bars that they form a Restaurant Row task force to best address specific issues that affect them, e.g.: security, safety, police interaction, image, promotion, outdoor dining, employee conduct and training, and overall responsible hospitality initiatives.

+ **Design Committee** In the planning stages: coordinated lamp post banner implementation with other non-profits, PartnerBin permitting, more planters for Main and Calif. streets,

bulletin board design and placement, holiday décor development. Creative people are encouraged to engage!

+ **Ultimate Boarder**: Four evenings of events and one big block party later, the “triathlon of a new generation” was a success. For less than \$1,000 investment by DVO we drove thousands of dollars of business into our businesses. Next year’s event will be in February. DVO’s signature event?

+ **Strategic Plan** constructed by VCCF consultants and Pepperdine students complete. Committee chairs should consider how best to integrate the three outcomes of the analysis into committee agendas for the next several months: 1. Permanent funding, 2. External communications, 3. Stakeholder Advocacy. Please continue to have substantive conversations about each.

+ **Ventura City Corps** have asked me to be the channel through which downtown project are suggested. Please work through a committee chair to suggest projects to me for City Corps consideration.

+ **Annual Report and Retail Strategy Progress Report** due to Council in mid-May. I will need committee chairs to assist me with written compilation of the organization’s accomplishments, progress, and future plans. Please mark Monday May 12th on your calendars to attend the Council meeting in support of my presentation to Council.

New Business - none

Public Comments - none

- Rob reported that Glen, Ed’s new tenant at Landmark 78, has a trolley he may be interested in letting DVO use or manage or lease. More info to come.
- Dave has reached an agreement with Jeff Becker for DVO to manage the sign UNDER his ground-breaking design at 101 and California for information on Downtown Events and the like.

Meeting adjourned at 10:35 a.m.

The next DVO Board meeting is May 14, 2008 at 8:30 a.m. at Affinity Bank Conference Center.

<> *Indicates action item to be taken at next board meeting* * *Indicates that motion passed unanimously.*