



**Minutes of Board of Directors' Meeting  
May 28, 2008  
Crowne Plaza**

**Directors Present:** Chairman Jason Collis, Vice Chair Dave Armstrong, Secretary Jerry Breiner, treasurer Greg Smith and directors Jim Luttjohann, Lori Moll, Jack Carter, Mark Hartley, Ed Warren, Maria Fiore, Doug Wood, Zoe Taylor, the Honorable Cheryl Heitmann, Honorable Christy Weir and Seana Weaver.

**Directors Absent:** Clarey Rudd, Glenda Lewis, Sandra Walker.

**Other attendees:** DVO Executive Director Rob Edwards, Sid White (City of Vta), Debora Schreiber (Kalorama Coalition), Mary Anne Rooney (Women's Economic Ventures), Barbara Asbell (Anastasi Development), Marni Brook (Montecito Bank and Trust), and Kevin Johnston (Johnston Ad Group).

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

**Introductions**

Jason introduced Mary Ann Rooney of Women's Economic Ventures who introduced her company's concept. They provide business training for small businesses, focusing on local businesses. Zoe noted that in her opinion it is one of the best training systems around, with lots of great success stories that have come from it. Seana noted that it would be a great partnership with the ER committee to have Mary Ann attend meetings, as their main focus is in educating growing business owners, either women or men. They can provide small business loans as well through the City of Ventura ED department, Oxnard's ECO or EDCVC.

**Approval of previous board Minutes –** moved/seconded/passed unanimously.

**Old Business - none**

**Committee Reports**

- **Economic Restructuring Committee Report: Dave Armstrong** – The upcoming seminar on June 17th, 8-10am, on doing business downtown is getting a lot of coverage. Sandra is organizing the event as a joint ER/Organization committees' fundraiser for DVO, with admission at \$10. The outside consultants are donating their time for this, a huge value to the participants, and Sandra is coordinating with Sid's office on this. The key goal is to support the existing businesses whilst bringing new ones in to the mix.
  - Jim Rice will be meeting the week of 6/9 with the new Restaurant Association, coordination/self-policing and networking being the main objectives.
  - Dave noted that the Elks Lodge received great press from the article in the VCStar. The cleanup will be taking place Sat 6/14 from 9-12 or so. New landscaping, paint, electrical/plumbing upgrades are needed, and volunteers to help and/or donate are welcomed.
- **Promotions Committee Report: Seana Weaver** – Next meeting is June 3, 4:00 at Weaver Wines. The ad campaigns have started for the summer, including the new ad (Rob showed it all around) in Ventana. She said some publishers believe DVO pays for these ads, but just to clarify with the board, these ads are paid for by the

advertisers with DVO acting as the intermediary/coordinator for them. She mentioned that the coming weekend's "Sex in the City" promo is getting much-needed promo, including some national interest in what is scheduled. The Hemispheres Magazine editorial is now about 20 pages and growing, said Jim, who is rushing to get the new VCB website in place for the publication of same. Discussion.

- **Organization Committee Report: Rob Edwards for Sandra Walker** – Rob reported that the newsletter will be mailed next week, looking great. This will be the biggest newsletter so far. He will be planning the first "State of the Downtown" meeting for sometime in August. Discussion.
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry gave a brief report on his two committees. He introduced Michael Kodama, the City's consultant on the Parking Management Study, to give a brief synopsis on what we would be voting on. Mike explained that the Traffic Department, in keeping with the Downtown Specific Plan Recommendations, will be going to Council tomorrow (5/29) for direction, on items discussed at the last board meeting.

A few questions came up:

Q: Multiple districts or just one downtown?

A: Staff is recommending only 2, one commercial and one residential.

Q: Is it time to talk about widening sidewalks?

A: No, not at this point. That would be part of a bigger discussion once the management district exists and the board has begun to work with revenue.

Q: Is signage to the off-street lots part of the plan?

A: Yes, it would be necessary to help direct people around downtown. Discussion.

Dave mentioned that his concern was that the staff report, as it is, looks only at a block-by-block analysis, but it seems artificially limiting – we should open up the concept of development in the WHOLE of downtown, allowing private enterprise to be allowed to take opportunities in a much quicker manner than perhaps the City can. The new office spaces won't want to walk two blocks to their parking, we know this from numerous sources. Discussion. Consensus was that DVO members Smith, Armstrong and Breiner accompany Rob to Council that night with a modified suggestion before council votes. Motion was made to accept DOT's letter of recommendation to approve the study. Seconded, passed unanimously.

Jerry brought forth DOT's letter to council regarding the City Housing Element. After much discussion on changes, it was suggested that Jerry reduce the size of the document for board approval.

Finally, Jerry brought forth his request to meet with the City Attorney regarding changes to the Municipal Code for board approval. It was agreed that some preliminary work be undertaken by DOT prior to a meeting, and perhaps initiate the meetings with VPD first. Dave suggested that DOT meet with the appropriate parties and coordinate with Rob in regards code enforcement. Discussion.

- **Design Committee Report: Rob Edwards for Glenda Lewis Greason** – Rob said last week the committee met and walked the downtown, noting items of discussion and potential future locations for design elements. They also discussed possible sign ordinance violations. Discussion.

- **Executive Directors Report (see below)**

**+ Annual Report delivered:** *Our first annual report submitted to RDA for review. Included in the binder were our financials, audit, executive director reports, performance measures, and work plan with appropriate demarcation of our accomplishments to date.*

**+ Requested Police Reports** *to complete our annual report as required by the MOU. Acquiring monthly reports on activity in this district is necessary to track*

*changes in activity [both calls for service as well as VPD staffing]. If budget cuts reach the police department we are going to want to have monthly data to refer to in the future to best advocate for our stakeholders.*

**+ Enhanced Communications:** *Following the advice of the VCCF stakeholder polls, I'm engaging in more communication activities: more e-newsletters, informational letter to businesses re. the Costner premier, two interviews with Maria Sanchez this month, and interview tomorrow for Time Warner cable that will run on CNN's Local Edition. Our quarterly newsletter will also go out next week—larger than usual. PCBT has asked me to write a monthly column on downtown activity—begins in June.*

**+ Visibility:** *Attended the Pacific Coast Business Times' "101 One Hundred" reception at the Four Seasons Biltmore in Montecito to network and identify businesses expanding and generally doing well in the tri-county area.*

**+ Bookkeeper Wanted:** *Greg's bookkeeper, Carol Lind, has asked to be relieved of her duties [on good terms of course]. Carol has given over a year of her time [on Greg's dime, of course] as our bookkeeper. We need to find a new professional to assume this position. We have several months to do so and carol will certainly help me interview candidates. Any recommendations?  
Five hours per week.*

**+ Finance Committee Progress:** *Met with friends who can assist us with a plan for permanent funding source; property owners are encourage to attend the next finance committee meeting on June 9<sup>th</sup> to discuss timelines and processes. Probably timeline of activities:*

1. *Steering Committee decides upon (June – August) ...*
  - a. *Ideal boundaries with Plans A and B*
  - b. *Assessment formula options*
  - c. *Budget scenarios*
  - d. *"Zones of Benefit" to differentiate assessments and levels of service*
2. *DVO Staff (June – August) ...*
  - a. *Prepares official map*
  - b. *Prepares first draft of District Management Plan*
  - c. *Submits draft data base to City Clerk for verification*
3. *Staff and Steering Committee conduct outreach to property owners (June - August)*
4. *Steering Committee adopts Draft Management Plan (August)*
5. *Board of Directors adopts Steering Committee Recommendations (August)*
6. *Finalize District Management Plan and Engineer's Report (boundaries, assessment formula, budget) (August – September)*
7. *Submit Draft management plan and engineer's report to City Clerk (September)*
8. *Create petitions and collateral materials (September)*
9. *Mail District Management Plan and petitions to all property owners (October)*

10. *Follow up campaign to secure signed petitions equal to 50% plus \$1.00 (October 08 – March 09)*
11. *Signed Petitions to City Clerk (March 09)*
12. *City Clerk/Council reviews and approves (March)*
  - a. *Petition Sufficiency Finding*
  - b. *Adoption of Ordinance of Intention to Establish district*
  - c. *Authorization to set public hearing date*
13. *Ballots due to City Clerk from Steering Committee (March-April)*
14. *City Clerk arranges for ballot mailing (April)*
15. *City Council Public Hearing (45 days after mailing) (May/June)*
16. *City Clerk (June):*
  - a. *Publishes enabling Ordinance*
  - b. *Prepares City administrative contract*
  - c. *Sends data to Ventura County*

*Rob noted that the first PBID committee meeting will take place June 9<sup>th</sup> at 10:00 at DVO HQ. Property owners have been invited to this first meeting, and anyone interested should feel free to attend.*

**New Business - none**

**Public Comments - none**

**Meeting adjourned at 10:34 a.m.**