



**Minutes of Board of Directors' Meeting
July 23, 2008
Affinity Bank Conference Center**

Directors present: Chairman Jason Collis, Secretary Jerry Breiner, Vice Chair Dave Armstrong, directors Lori Moll, Christy Weir, Cheryl Heitmann, Clarey Rudd, Sandra Walker, Jim Luttjohann, Doug Wood, Glenda Lewis, and Seana Weaver.

Directors absent: Greg Smith, Mark Hartley, Jack Carter, Maria Fiore, Zoe Taylor, Ed Warren.

Other attendees: DVO Executive Director Rob Edwards, Sid White (City of Vta), Marni Brook (Montecito Bank and Trust), Robin Elander (City of Ventura), Jonell McLain (resident/business owner), Dave Wilson (VPD), Richard Bradley (City of Ventura), Jim Rice (Watermark Restaurant) and David Comden (Southland Publishing).

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

Introductions

Jason introduced Richard Bradley who works in storm-water quality programs for the City of Ventura. Richard noted that his job entails inspecting businesses to confirm they meet state guidelines for stormwater retention and drainage issues, as a mandatory requirement by the State, through the City, to control runoff to the Pacific Ocean. His office charges fees of approximately \$130/year to individual businesses for this service.

Approval of previous board Minutes - Moved/seconded/passed.

Old Business – none.

Committee Reports

- **Economic Restructuring Committee Report: Dave Armstrong** – Dave and Jim Rice reported that the third Restaurant Association meeting took place with about 25 people attending, with constant emails and interest in the proactive vision of the subcommittee generating a notable buzz. Jim said it is far from a complaint session, in that the members are working interactively on the key issues of self-policing currently but with the cooperation of DOT will be addressing ordinance issues, enforcement and other related items Discussion. The Elks Lodge has begun to have performances under the auspice of Project Encore with approximately 160 people per nite and a great reception so far. Dave put a grant proposal together to bring in children's authors for a symposium a/o series of workshops. This Friday a free kabuki demonstration will take place with a another event along the lines of a French cabaret on the 25th. ER will start outreach to the antique dealers downtown for participation in the Farmers Market once it moves, and Dave asked for anyone with connections to help in the outreach efforts.
 - **NEXT ER committee meeting:** 8/5/08, 8:30am HQ
- **Downtown Operations Team (DOT) Report: Jerry Breiner** – Jerry reported that Ken Corney, asst Chief of Police VPD, has begun work in earnest to set up the committee at City Hall, yesterday meeting with 15 department heads, to meet with DVO (DOT) to address Health and Safety issues in the downtown. As DOT has moved forward with VPD to address the "big list", it was suggested that there seems to always be some sort of miscommunication when requests come from DVO to City Hall, for one reason or another. We hope to use this task force to clear up the process and expedite requests from the downtown. There is another meeting set within the next two weeks, and Ken said he should have an update to share with us. Dave Wilson said the overall feeling was very positive, and the group recognizes the need to work more efficiently. They will be adding a representative from planning as well as at least two DVO members. Sid remarked that the task force's creation is a clear indication and recognition of DVO's importance downtown.

- Sewer/water main mitigation – Updates as they come in to the website.
 - **NEXT DOT committee meeting:** TBA, but probably within two weeks
- **Organization Committee Report: Sandra Walker** – Sandra said the fundraiser set for August has been postponed till September 21 @ Crowne Plaza, as they need more time and help to put it together correctly. Auction items plus food donations, printing of invitations need to be coordinated. Doug noted that each board member is responsible for 10 tickets each, as per our first committee meeting. Plan is to take cash or check at this point, but the VCB may be able to make it possible to utilize online purchases. Michelle Olson from Paychex has been very helpful and active in the committee, and she will be a major part of the success of the evening, said Sandra. Doug suggested that each board member should come up with two auction items as well. Clarey stated that Bank of Books will be making a donation from their June sales, though he didn't have the exact amount at the board meeting. He suggested his idea had merit, though the turnout was less than expected. Sandra said she needed more newsletter articles by August 22 from each committee chair. She also said the September business seminar date is up in the air, working on the subject and the location. She said Leadership Ventura (Chamber of Commerce) will be doing some storefront makeovers.
 - Under the auspices of the Organization Committee, the Nominating committee met to discuss bringing on new board members. Discussion followed as to the logistical and legal aspects of the mechanics of possibly having a closed door meeting, suggested by Clarey, to discuss the two nominees that the committee brought forth. Clarey asked for input from the nominees as to their intended involvement in DVO. David stated that in his opinion it is individual shop owners who make this downtown great, regardless of chain store appearing. He believes DVO has done a great job so far of building a vision, and looks forward to assisting in that goal with us. Jim Rice stated his opinion that downtown Ventura is an amazing and eclectic place, and though he has been known to state what's on his mind, his methods in the past may have been less than well-thought out but he listens and is planning on devoting that energy to helping us continue the vision we have put in motion. Clarey said he was confused about the nomination procedure and timing, thinking that there has been a weak response from merchants and that our choosing from the committee level seems misguided. Our original push, said Clarey, was to get more merchants involved, and it seems to him that DVO gives them mixed messages about taking part in what we do. Various board members commented in response, all of them describing their opinions of how effective each of the two new nominees have been up to now, without board member status, and if the merchants say we don't cater to them (Jerry Breiner) then they really do need to come to a meeting – any meeting – and voice their concern. Jerry and Jason reiterated the fact that none of our meetings, save for the executive board and nominating committee, are open to anyone who wants to come in. Dave Armstrong remarked that Clarey had a point that we need to reach out more to retailers, perhaps to participate in the Retail Subcommittee of the ER committee. Rob and Jason remarked that the Main Street model says to promote from within the committees, as the people doing the work have proven dedication to the cause. Cheryl suggested the nomination committee look at the procedure and bylaws to see if the process was open and inclusive. Jason described in detail the open process requested of all board members, reminding the board that each member was invited to the nominating committee meeting either in person or via email. Board agreed that it was a very open and transparent process, and after much more discussion it was moved and seconded to appoint the two nominees to the board. Motion passed.
 - **NEXT Organization committee meeting:** 8/14, 4:00
- **Promotions Committee Report: Rob Edwards** – It was moved and seconded to appoint David Comden to the chairmanship of the committee. Motion passed.
 - **NEXT Promotion Committee meetings:** 7/24 and 7/29, 8:30am HQ
- **Design Committee Report: Glenda Lewis Greason** – Glenda made a motion to approve the letter to be sent to Council regarding the water and sewer line mitigation fees. Seconded. Discussion. Motion passed.
 - Street lighting no update.
 - Benches: map is complete, sent to Tom Mericle for implementation.
 - Recycle bins: Supposedly council will review the suggestion by DVO to allow advertising on these in the public realm on August 4th. That is the last hurdle we are waiting on.
 - Train trestle: Suggestion to create a letter from the board regarding the maintenance/security issues about the trestle. Discussion. CalTrans and Southern Pacific are not sure

who is responsible for these items, and Christy suggested a letter to Pedro Nava might be helpful, as she was meeting with him next week. Glenda will create the letter with Lori and send to Jerry for editing.

- **Executive Director Report** - Rob Edwards / 7/4/20 reported that Elena Brokaw had approved merchants to be able to market their wares outside their stores on the day of the Costner event.
 - **PBID consultants meetings** – Rob received and updated property owner list and has the dates set for August 12th and 13th for the town hall meetings. Advertising and notices will be going out Monday next .
 - **Chamber board** – Rob was appointed to the Chamber PAC board.
 - **Awards** – Rob said the ad campaign he steered along with the promotion committee was entered in to a nationwide contest which we won thru the IEDC. He also mentioned that the Pacific Coast Business Times was doing an article on 6 non-profits in the area, and DVO was chosen as one of them.

New Business - Robin reported that the Artwalk Deadline is July 30 for the October 18-19 event. There will be a new display on the wall at the Mini-park, 300 block of Main. There will also be a public art installation at California St Plaza called "Tubular Zen" beginning in October.

Public Comments – none

Meeting adjourned at 10:50 a.m.