

December 16, 2004

In attendance today: Clarey Rudd - Greater Historical Downtown Association - Bank of Books, Jerry Breiner - Downtown Community Council, Stephanie Foster - Downtown Property Manager, Loretta Merewether - Downtown Community Council & Downtown Property Owner, Denise Sindelar - Cultural Affairs City of Ventura, Jim Ludwig - KL Associates, Robin Elander - Cultural Affairs City of Ventura, Ann Daigle - Urban Development Manager City of Ventura, Brian Haworth - City of Ventura, Ed Warren - Downtown Property Owner, Doug Halter - Downtown Resident, Owner of Villa Tasca & Chair-elect for Chamber of Commerce, Barbara Evans, Downtown Community Council, Ventura Architecture, Sid White - EDR Manager City of Ventura, Jim Luttjohann - Ventura Visitors & Convention Bureau, and Andrew Stuffer - Inspection Services City of Ventura.

Approval of minutes of December 2, 2004

Motion to approve - Jerry Breiner

Second - Clarey Rudd

Minutes approved - to be sent to Jerry Breiner today to post on website.

Ann Daigle - Changes in Sign Regulations
Development of Specific Plan and Form Base Code - in process.

Design Guidelines - when workshop opens encourage all merchants to attend.

Hand out article referencing Main Street Guidelines - topic: to increase customer traffic and sales by improved signage. Maintain consistent design/character/identity throughout Downtown.

Make sure design guidelines are not so stringent that it makes Downtown Ventura appear "homogenized". Ventura values its eclectic nature.

Primary goal is to streamline administrative process.

Stress the need for strong Downtown Association. Ann has found that every successful Downtown has organized a Downtown Association.

Cannot stress consistency of enforcement enough. Appearance is that the merchants who are trying to follow the rules are the ones that are approached most often regarding violations. The worst offenders seem to have no repercussions.

Important to support small business in the downtown, that way money stays in community. With larger "Chain Stores" money often goes out of state.

Target getting residents to live downtown, as well as bringing in offices (white-collared workers).

Suggestion that empty offices can be used for short-term education centers for variety of classes. Business education, computer classes, etc.

Survey merchants regarding extent of knowledge of signage codes and permitting process.

Need to get information out to property owners and merchants.

Action: Ann Daigle and Sid White to meet to discuss feasibility of developing education program regarding Signage.

Andrew Stuffer - Review of PowerPoint Info Regarding Signage Code Violations

Has only 4 staff to for Code Enforcement.

Goal of Department is Education, Encouragement, and Enforcement.

Suggestion to form sub-committee to identify 5 worst offenders.

Suggestion to have a dedicated officer for Downtown District.

Once again stressed the need for Downtown Management.

New Items

Officers downtown 7 days a week through the holiday season, will end January 3rd

January 6th Celebrate the New Year at Alive After Five – First Thursday

Downtown Revit. Committee (DRC) to meet tonight Tolman Wiker Building – topic Form Based Code

Ventura Inn - On the market – Interest in developing Affordable Housing?

Overall opinion of the DOT – NO. Need to make the Ventura Inn more upscale, bring it back to earlier status.

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December 2, 2004

In attendance today: Jim Ludwig - KL Associates, Clarey Rudd - Greater Historical Downtown Association – Bank of Books, Sid White - EDR Manager City of Ventura, Rick Stewart – Palermo, Brian Haworth – City of Ventura, Jim Luttjohann - Ventura Visitors & Convention Bureau, Brian Roberts – Special Operations VPD, Doug Aldrich Detective – Downtown Storefront Supervisor – VPD, Pat Miller – Interim Chief VPD, Barbara Evans, Downtown Community Council, Ventura Architecture, Jerry Breiner - Downtown Community Council & Ventura Magazine, Sheryl Lunsford – Ventura Beautiful, and Loretta Merewether - Downtown Community Council & downtown property owner.

Approval of minutes of November 18, 2003

Motion to approve – Loretta Merewether

Second – Jerry Breiner

Holiday Decorations - Update

Decorations are up! Poinsettias for planters to be in place Saturday. Replacement lights are installed

Funding needed - \$5600. City gave \$2700. Merchants donated \$4420.

Bank of America donated \$1225. Thank you banner to be up Monday.

Loretta to provide Jim Luttjohann a listing of individuals who significantly contributed to lighting campaign. He would like to send out “thank you’s” with newsletter.

Santa Claus – no place to set up.

Denise Sindelar will try to help find a space

Check with owner of building – space of Attention to Detail

Camp Hope

Sponsorship Program – individuals and businesses that have donated time, money and resources

Alternative Group – did not want to participate in the winter warming shelter or Camp Hope but did want to offer support

Tuesday morning swept the riverbed.

Emma Wood Campgrounds – short-term solution

Arundel Eradication program – County Program – 2-yr Program begins in Ojai thru to mouth of riverbed

Officers Downtown 7am – 5pm 7 days a week thru Holiday Season.

Friday – Saturday 6pm-2am night patrols to continue.

Suggest that beat officer routinely stop in to the Visitor & Convention Bureau for an update. VCB often a point of contact for many complaints

Officers on duty 6am-12:30pm 8, (2 for Downtown) increase to 14 after noon to 6am

Non-Emergency Ph #'s 339-4399

648-8140 Downtown Storefront 9am-4pm (ie. calls for people hanging around store)

648-8156 Public Service Officer DT Storefront - Lora Perry M-F 9:30am-6:30pm

648-8136 Westside Storefront 9am-4pm closed Sun.

On call -Watch Commander 8am-10pm

On call - Senior Field Sergeant 10pm-8am

Introduction of Ann Daigle – Urban Development Manager

Design Standards and Main Street Approach

Codes - Market Oriented

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November 18, 2004

In attendance today: Doug Halter - DOT and Redevelopment Committee & Villa Tasca, Jerry Breiner - Downtown Community Council & Ventura Magazine, Barbara Evans – Ventura Architecture Weekend, Loretta Merewether - Downtown Community Council & downtown property owner, Robin Elander – Cultural Affairs City of Ventura – Alive After Five & Artwalk, Ken Rose – Greater Historical Downtown Association, Clarey Rudd - Greater Historical Downtown Association – Bank of Books, Denise Sindelar – Cultural Affairs City of Ventura, Brian Haworth - City of Ventura, Sid White – Manager ED&R – City of Ventura, and Rick Stewart - Palermo

Approval of minutes of October 14, 2004

Motion to approve – Clarey Rudd

Second – Loretta Merewether

Approval of minutes of November 4, 2004

Motion to approve – Clarey Rudd

Second – Loretta Merewether

Camp Hope Sponsorship Committee – Ken Rose

Looking for mentors and donations. List of needs: Money, time, professional services (dentist doctors councilors), etc.

Provision of medical care, haircuts, and clothing. Also grooming and medical care for dogs.

Bus Fare Home - Send home by bus, must not return within 18 months and have someone waiting for them at the other end of the line.

Team Hope meeting – Robin Elander to bring up issue of giving a heads up to downtown merchants that a sweep is to take place.

Review of Task List – refer to attached

Terrorism – Issue to be addressed at next meeting.

Alive After Five – First Thursday

Next event Dec 2 in combination with holiday tree lighting and Santa – coordinate with Clarey so that there are not multiple Santas around town

Schedule of Events and posters will be out soon.

Window Dressing Competition – Doug to set criteria for judging. Denise Sindelar to email information to merchants.

Dine-around – items on menu \$5

Signature drink/coaster to be used as a marketing tool should be available Jan. or Feb.

Expect to have PDF file for “Alive” available by January, Robin to forward address to Jerry Breiner (when available) so that he can add button to link from DVCC website

Holiday lighting – Rope Lighting

Need to replace 50. Looking for economical replacements. Need \$750 - \$900 additional funding.

Loretta has covered areas downtown regarding fundraising for holiday lighting and purchase of lighted and potted poinsettias. Will give pitch at DVCC/RDA meeting scheduled for tonight.

Restroom Program

Chamber is holding meeting ADA Compliance Update by Brian Miller at Elton Gallegly office regarding “shake down lawsuits”.

City and Visitor Bureau Communications

Developing spreadsheet to distribute to merchants listing services and who to contact.

Developing City website, expect to launch in January 2005, same information listed as on spreadsheet.

Develop different handbook for merchants, downtown and citizens listing services and contact info.

Non-emergency phone # for police for after hours and weekend contact.

Doug to add items to task list for start of year.

New Items - Open Issues

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November 4, 2004

In attendance today: Sid White – Manager ED&R – City of Ventura, Brian Haworth - City of Ventura, Denise Sindelar – Cultural Affairs, City of Ventura, Clarey Rudd - Greater Historical Downtown Association – Bank of Books, Ken Rose – Greater Historical Downtown Association, Jim Ludwig – KL Associates, Ed Warren – Busy Bee Café, Jim Luttjohann - Ventura Visitors & Convention Bureau, Rick Stewart – Palermo, Doug Halter – Redevelopment Committee & Villa Tosca, Loretta Merewether - Downtown Community Council & downtown property owner, and Barbara Evans – Ventura Architecture Weekend

Approval of minutes of October 14, 2004

Tabled for November 18, 2004'

Sid's Discussion Points

- Concept – A group outside of City Hall that represents a broad range of issues and interests that affect the downtown area.
- Game Plan – Over the next year, City staff will solicit input from area interests on what they would like to see for the continually evolving downtown. Formation of the organization would evolve from those discussions.
- Formation – Ideally, the City would take charge in forming the organization; a board of directors would oversee the organization's day-to-day activities.
- Next Steps – The City is researching comparable organizations, especially in way of funding and structure. Findings will be presented to the DOT in the next six to nine months.

Member Discussion Points

- Common Voice – The organization should serve as downtown's common voice.
- Fundraising – Funding from private sources could provide a staff person to initially serve as the eyes and ears for downtown. This function would allow the City to establish an organization that fully meets downtown interests.
- Public Education – Downtown interests will need to be educated on the many benefits of a downtown organization.
- Council Champion – A councilmember should champion the initiative to gain full Council support.
- Tax Structure – Research on the organization's tax structure should be pursued to identify tax deductibility contributions of future interests.

Other Organizations – Members cited the following organizations as potential models for Downtown Inc.:

Oxnard, Santa Monica, San Luis Obispo, Old Pasadena, Santa Cruz, and San Diego.

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October 14, 2004

In attendance today: Doug Halter - chair DOT and Redevelopment Committee & Villa Tosca, Robin Elander - Cultural Affairs City of Ventura - Alive After Five & Artwalk, Ken Rose - Greater Historical Downtown Association, Stephanie Foster - Ventura Investment Co., Clarey Rudd - Greater Historical Downtown Association - Bank of Books, Loretta Merewether - Downtown Community Council & downtown property owner, Brian Haworth - City of Ventura, Sid White - Manager ED&R - City of Ventura, Jerry Breiner - Downtown Community Council & Ventura Magazine, Nancy Brady - Fir Street Resident, Barbara Evans - Ventura Architecture Weekend and Sheryl Lunsford - Ventura Beautiful.

Approval of minutes of September 23, 2004

Approved - September 9th still needing approval

Alive After Five: Update

Results of Survey - 80% of those who responded opt to continue program on year round basis.

Themed events each month.

Special Promotions - Foodie Campaign Signature Drink/Coaster

Robin passed out a letter and participation form to be circulated to merchants

Action - Attend

Code Enforcement PowerPoint Presentation

Slides of various code violations throughout downtown. Sandwich-board signs, temporary signs that have been up for much longer than 30 days, painted windows that cover large percentage or all of storefront windows, encroachments.

q Suggestion for signage workshop for Downtown merchants.

q Suggestion to add skateboarding and bicycles on sidewalks to list of Code Enforcement concerns.

q Pigeon problem on Fir Street also addressed in PowerPoint - Issues of concern: Nuisance, health hazard, damage to property, neighborhood blight.

Action -

Draft letter and provide list of concerns/violations to Code Enforcement by next week. Identify violation. Jim Ludwig to provide narrative for each PowerPoint slide.

Doug Halter to take lead on Fir Street pigeon nuisance. Obtain copy of Code regarding bikes and skateboard on sidewalks.

Ken Rose to take lead on bike and skateboard issue. Provide draft letter by next week. Will also address drunks and motorcycle noise in letter.

Task List - Update / Please see attached task list.

NOTE for Holiday Lighting: Would like to expand funding - to build cooperative between city and merchants - to set up foundation to hold fundraisers throughout year for holiday lighting.

At present: City funding \$2800.00 \$620.00 still needed plus \$400.00 to replace rope lighting.

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September 23, 2004

In attendance today: Doug Halter - chair DOT and Redevelopment Committee & Villa Tosca, Denise Sindelar - Cultural Affairs City of Ventura, Jim Lutjohann - Ventura Visitors & Convention Bureau, Robin Elander - Cultural Affairs City of Ventura - Alive After Five & Artwalk, Loretta Merewether - Downtown Community Council & downtown property owner, Brian Haworth - City of Ventura, Sid White - Manager ED&R - City of Ventura, Clarey Rudd - Greater Historical Downtown Association - Bank of Books, and Jerry Breiner - Downtown Community Council & Ventura Magazine.

Approval of minutes of September 9, 2004

Not Approved

Alive After Five: Surveys

Discussion of Merchant Survey on Alive After Five

Schedule Options to consider: 1) year-round - [beginning in November, excluding January] themed events. 2) 6-month season April through September.

Possible changes for ongoing program:

Procedure for Event Sign-up

Considering a one-time fee \$100 (per year) to help with marketing costs. Activities to be spread throughout the Downtown, not clustered all together

Suggestion that if business has not contributed/participated in Event, that activities not placed in front of their business. Potential additions to Event: Art and Craft Mini Market and Farmers

Market

No plans to close any streets for Event at this time. Meeting on Tuesday September 28th with downtown community members to help evaluate program.

Comment: Downtown Organization - all small pilot programs and large programs downtown groups, cultural districts need central voice. There is a need full time organization staff. 6-month to 1-year projection - hope to have more formalized structure.

Action -

Attend Meeting Set for 9/28.

DOT Supports year round program - defer to survey results. Write press release, Robin to focus on cultural aspect, Brian and Jim Lutjohann on business point of view. Encourage merchants to participate, this program will take time to be really effective and profitable.

Downtown Holiday Decorations: Update

\$2,800 RDA (City) commitment. Gave a break down of cost to Sid White Plan is to concentrate on 4 palms of intersection California and Main - poinsettia spray with foil garland and rope lighting. Build upon store of holiday decorations for display year after year. Fir, Chestnut, Palm, Figueroa, and Santa Clara & California decorating with garland (green) only on palms will not make enough of a statement, should top off with large (red) bow. \$50. each Suggestion to place on lamp pole rather than palm. Will need to change color of garland to red (poles are green). Where-ever possible evaluate intersection on case by case basis. Suggestion for future: create a lighted park display in order to draw visitors downtown during holiday season.

Met with Jerry Slaven, initial order has been placed. Now under contract.

Install week of November 15th and down week of January 5th. Certificate of Insurance will be provided to City and DVCC. (for installation and storage)

Will need to have rope lighting replaced/repared before 11/15. Coordinate timing with Jamie Kuhl. Outlets to be checked by mid-October Need to create order form: Lighted poinsettia for store display Live potted poinsettias

Santa

Donation Add additional \$1 or \$2 to poinsettias as additional funding source and deliver – break up downtown by blocks – 1 person per block Loretta to compose letter, requesting support for funding (goal 50 merchants \$20), work with Denise to develop listing of Block Captains. Have letter available at info booth for Alive After Five next week, Denise will stroll through event and pass out to merchants. Need advance planning to ensure successful holiday lighting plan. Petition to Rotary, Elks and other civic groups to fund-raise throughout the year. Use catalog from Jerry Slaven, to assist with fund-raising.

Action –

Form committee after January to focus on Holiday lighting fund-raising.

Loretta – letter & order form out next week

Denise and Loretta to determine or select block captains Fund for delivery of letters – if needed to mail rather than hand-deliver. Elena to talk to Rotary - Jim Luttjohann to scan page of lighting catalog and Photoshop Ventura into the picture.

Prior Task List and Future Topics

Hand out task list – will review and discuss at next DOT meeting. Downtown Corporation not on immediate radar. Membership drive for DOT? Bring more people to the group to spread the load of tasks. \$5,000 from Cowtown Mile for Security/Abassador issues. Address after end of year. Need to focus on what DOT can and cannot do at this time. Purpose of DOT – needs to be clearly defined.

Action –

Review task list next meeting. Make list more inclusive. Develop a Timeline/Schedule. Define what DOT can and cannot address. Define what DOT should and should not do.

Sid White to research who (City staff) had referred problem of pigeons nuisance to Doug Halter. Will determine who or what department should be notified of issue.

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August 26, 2004

In attendance today: Doug Halter - chair DOT and Redevelopment Committee & Villa Tosca, Jim Luttjohann - Ventura Visitors & Convention Bureau, Loretta Merewether - Downtown Community Council & Downtown property owner, Jerry Breiner - Downtown Community Council & Ventura Magazine, Sheryl Lunsford – Ventura Beautiful, Robin Elander – Cultural Affairs City of Ventura – Alive After Five & Artwalk, Stephanie Foster – Ventura Investment Co., Barbara Evans – Ventura Architecture Weekend, Alex Herrera - Senior Planner City of Ventura, Elena Brokaw-Myles, Community Service Director, Andrew Powers – City of Ventura Marketing Specialist, Brian Haworth - City of Ventura, and Sid White – EDR Manager, City of Ventura

Approval of Minutes: August 12th.

íLoretta Merewether – Motion. Jerry Breiner – Second. Approved.

Downtown Christmas Lighting – Loretta Merewether

Review options discussed at last meeting:

1) Fir to Figueroa lighting both sides of Main street \$3600 to \$4000 / 1000 liner foot. Would have problems with power source.

2) String lighting across streets, would need to install temporary poles to support lights.

3) 4' x 4' lighted poinsettia sprays on palm trees on corners of intersections \$180/ea.

Six intersections = \$4,000. 2' x 2' lighted poinsettia sprays for merchant storefront display. If needed to cut back – focus on Main and California, Thompson and California.

íPush for September to have merchants purchase decorations for storefronts, encourage putting up Christmas lighting in stores.

íLoretta to contact Jerry Slaven: Get a color copy of poinsettia spray for next meeting. Set up demo decoration. Goal to have lighting and decorations up by November 7th

íRope lighting – determine which strings need to be replaced or if power source is faulty by next meeting. Loretta & Jerry to mark defective outlets & strings, forward to Brian, who will then contact Jamie Kuhl. Brian offered to volunteer to help (with Downtown groups) string rope lighting. Sid to seek funding for purchase and installation of lighting decorations – Loretta to provide written listing of what is needed and estimate of costs.

íDoug to contact Chamber of Commerce re: Best Window dressing/decorations.

DVCC, GHDA & VCB to get word out encouraging merchants to decorate windows and storefronts.

íBarbershop quartet & Period costume strollers – Fashion thru the Ages, Tale-spinners. Sheryl to check with Dorthea for Period Costume Strollers. Robin to provide contact info for Barbershop, Doug to be point person in organizing schedule for downtown activities.

íCheck with Clarey regarding availability of Santa Claus and schedule of times & dates.

Thursday Alive After Five – Robin Elander

Next event September 2nd, 52 businesses have participated, 60 to participate in upcoming event. Merchants are offering specials for the evening, advertising on radio.

Music at 7:30pm, Ventura Art Festival 8:30 in mini-park, poetry readings. Will evaluate after last event to see if this is a program that should continue throughout the year. September 20th set to meet with merchants for feedback on program.

íRobin to: send out survey re: Interest in Continuing - Thursday Alive After Five within next week. Check if permits are needed for Street Musicians/Performers.

Call Ventura Music Festival and get info on young musicians to perform during events and holiday season. A-frame at motorcycle shop at California off-ramp noting Events – Thursday Alive After Five. Interest for stringing permanent banners at intersections – funding for temporary poles on corners?

Downtown Commercial – Andrew Powers

Andrew Powers and Elena Brokaw-Myles presented Downtown Commercial run on KEYT (Channel 3) for 2 weeks prior to Artwalk. Object is to spark interest in the Downtown Cultural District. City Staff to provide pre-production and production services. 30 second spot \$2,500, 2 week run, 28 airings. Run during GMA, morning and evening news, evening programming, ie. Jimmy Kimmel Live. May want to focus on "drive" areas such as Bakersfield and Santa Clarita.

Marketing plan: one page description of purpose, process, expense, requirements and return on investment. íAndrew to provide DVD copies of commercial to distribute to DOT/merchants.

íJim Luttjohann to set up 800# for tracking purposes.

Cowtown Mile – Loretta Merewether

\$3900 collected for Downtown Storefront. íDVCC to meet and report back in September recommendations for Cowtown Mile Funds.

Downtown Specific Plan (DTSP) Update – Dave Armstrong

25 pending projects - DTSP Update – Charrette Workshops scheduled for September 8-10. September 2nd featured speaker, Michael Freedman, 7pm Serra Center.

Focused effort of workshop to convey to developers what City priorities and concepts are. Form based code dictates type of buildings. 3-D model of downtown will be available. ID by zone – Building types and heights. Timing – Oct bring to Planning, Commission & Council and work into specific plan

8 of the 25 projects are test cases for Draft Code - Train planners as to what is wanted/needed for implementation of code. Goal to clearly communicate desires of City's design goals for downtown. Question raised as to what is truly historic. Specific plan and HPC trying to merge. Will need to validate whether historic or not. Dave to give presentation to DVCC/RDC 4th Tuesday of September. Doug to submit to Dave comments regarding Downtown so that they will be included in upcoming Charette. RDC will also submit comments.

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August 12, 2004

In attendance today: Doug Halter - chair DOT and Redevelopment Committee & Villa Tosca, Ed Warren – Busy Bee Café, Jim Luttjohann - Ventura Visitors & Convention Bureau, Robin Elander – Cultural Affairs City of Ventura – Artwalk, Denise Sindelar – Cultural Affairs City of Ventura, Gary Slaven – Slaven Group, Christmas Decorations, Alex Herrera - Senior Planner City of Ventura, Clarey Rudd – Bank of Books & Greater Historical Downtown Association, Barbara Evans – Ventura Architecture Weekend, Loretta Merewether - Downtown Community Council & Downtown property owner, Brian Clark – Fire Department, City of Ventura, Kerry Adams Hapner - City of Ventura, Karen Whitehouse – Engineering City of Ventura, Moses Mora – Artist, MB Hanrahan – Artist, Chris Hart – Police City of Ventura, Brian Haworth - City of Ventura,

Approval of Minutes: June 25 and July 29.

Corrections made; Motion to Approve – Clarey Rudd, Second – Ed Warren.

Approved.

Public/Private Restrooms - Alex Herrera.

Going forward with option to enlist all five into the program.

Fee based on % of hours of availability – Agreement by all merchants.

Agreements have been sent to all 5 merchants – Goal to start September 1.

Work with all groups (GHDA, DVCC, VCB, etc.) to spread word of new available facilities.

5 sites for permanent restrooms still in consideration.

VCB storage closet – could be used as permanent restroom facility? Brian Haworth to look into consideration of construction, maintenance, etc. City may want to cover construction cost, probably not maintenance.

Figueroa Project/Street Banners - Kerry Adams-Hapner.

Handout - List of public owned art projects in the downtown area – derived from Public Art Annual Work Plan – public hearing Oct 26th ask for input of priorities for public art.

MB Hanrahan – Moses Mora artists of the Tortilla Flats project – handout press release for project.

\$36,000 contract to design fabricate and install project. Goal is September for final design complete for Council approval. Project is part of \$500,000 federal funding for street improvement – lighting and sidewalk improvements, landscaping, and wall.

Had many examples available of artwork to be featured in project. Visual effect for driver on streets and freeway and pedestrians on sidewalk.

Safety is major consideration – will be able to see thru, under and between mural panels. Surface will be able to be easily cleaned if spray-painted.

Expect completion July 2005. Hope to begin construction in September. Feature in Artwalk. Can schedule tour of studio with advance notice to artists.

Surfer Sidewalk Hall of Fame – not part of this project. Karen Whitehouse to find out if plan is to be part of the Surfers Point Project.

I Love Ventura – Street Banner Program – 30 banners on display through October in along East Main Street between Fir and Aliso Streets.

Photos circulated around table.

Exploring funding process for future of program – looking for business sponsorship (to be listed on back of banner).

Security issues Downtown – Chris Hart.

Homeless population – most are not problem makers.

Trying to determine public nuisance offenders – have made several arrests and issued several citations over the past few weeks. Get message out that beat cops are focusing on this issue. Have noticed a big improvement from 1 year ago.

Rash of shoplifting by pairs of elderly people (mainly women) many shops manned by one clerk – call police; do not try to apprehend by self.

Code Ordinances (Signage) -Brian Clark.

Compliance is the goal, not citations. Effort to make sure that merchants are aware of codes/regulations.

2 people assigned per zone – 1 building inspector (new construction, remodel), 1 code enforcer (educator).

Priority 1) Health and Life Safety 2) Nuisances.

99% of workload is reactive – 1,000 calls per month 4 code officers.

Occasionally do sweeps of area/zones for nuisance violations – last sweep 4 yrs ago re Downtown signage in cooperation with Planning.

Sue Taylor is the inspector who focus on Downtown and east side of Ventura Avenue 658-4713.

Any questions can be directed to Veronica Ledesma 654-7725.

Downtown committees and councils to provide listing of offenders – need to be site specific – so that Code Enforcement can start addressing concerns now. (1 month from this meeting).

DOT to aid with education of code compliance/violations.

Downtown Christmas Street Lighting – Loretta Merewether.

Jerry Slaven – Christmas lighting design and installation – presented options.

1) Cable lighting – light pole to light pole on either side of the street – very costly – 3500 per block – face problem of power sources.

2) Focus on intersection Main & California – cabling from palm trees – palm not good option too much sway

or install temporary poles on corners – permanent hole in sidewalk with cover – ready source of power – very versatile can be used for other events throughout the year. Poles (used) \$1,500 each. Cost of base and installation \$2,500 each corner. deco – lighted poinsettia \$40 each can be order via internet. Potted live plants in planters.

3) Poinsettia sprays to attach to palm trees throughout downtown intersections \$180 each.

Poinsettia Skyline X intersections \$2,000 each.

3rd option most favored.

Need letter from DOT setting priorities.

Orders for lighting selections need to be by end of September, early October.

Awards for best widow decorations? – check with Zoe Taylor.

Sid White committed \$1,500 last year – summary of cost expenditures for Sid.

Letter to merchants – support for lighting and advertising – Doug.

Thursday Alive After Five – Robin Elander.

Would like to extend to year round program – developing marketing plan.

TO BE ADDRESSED AT NEXT MEETING

Downtown Commercial – Brian Haworth

Wayfinding Signage Program (Update) – Brian Haworth

Cowtown Mile – Loretta Merewether

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July 29, 2004

In attendance today: Doug Halter - chair DOT and Redevelopment Committee & downtown property owner, Barbara Evans – Downtown Community Council, Ventura Architecture, Sheryl Lunsford – Ventura Mystique, Loretta Merewether - Downtown Community Council & Downtown property owner, Stephanie Foster – Ventura Investment Co., Stratis Perros - Current Planning City of Ventura, Brian Haworth - Economic Development, City of Ventura, Jim Luttjohann - Ventura Visitors & Convention Bureau, Jim Ludwig - K&L Associates, Denise Sindelar – Cultural Affairs City of Ventura, Alex Herrera – Economic Development City of Ventura, Clarey Rudd – Bank of Books & Greater Historical Downtown Association,

Approval of Minutes June 25, 2004

Not approved – Corrections to be made to minutes of June 25th.

Motion to not approve: Clarey Rudd, second Jim Ludwig

Change of format for minutes. Agenda items bullet points regarding issues, decisions, consensus, motions on what to be done.

Private/Public Restrooms Update – Alex

Letter sent out to all downtown merchants requesting proposals for participation.

Received 6 responses, 1 not qualified – the 5 to be considered are; Bank of Books, Busy Bee, Café Bella, Palermo & Subway.

Proposals presented to Community Development Director – Susan Daluddung – her opinion is to use all five merchants if possible.

Options for payments: Equal division of available funding; signing on three, four or all five merchants – Or – Amount to be paid to each merchant based on ratio of hours of operation.

Alex Herrera to speak with merchants regarding the payment options.

Code Ordinances/Signage – Stratis Perros

Alex Herrera shared an e-mail from Brian Clark

Stratis handed out copies of Code Ordinance that apply to Signage.

Downtown Sign Ordinance detailed in Downtown Specific Plan. Copy on view at Public Counter – Planning (or for purchase \$15.00)

Several zones for signage. Different zones may have different regulations, sign variances. Design guidelines very specific regarding materials used, colors, etc.

Decorative Signs; i.e. balloons, banners – 25 sq feet max, 45 days per calendar year max.

Temporary signs; i.e. painting on window – 90 days per calendar year, not more than 30 consecutive days, 40% window area max.

Permanent window signs – 20% of window

Temporary Political signs – not to be posted more than 6 mos. prior to election and must be removed within 10 days after election

Exempt signs – leasing signs

Code Enforcement – Contact person – Brian Clark - more reactive than proactive – not staffed to patrol, act on complaints if deemed credible. Issue warnings to remove or redo.

Suggestions: 1) that a code officer attend DOT meetings; 2) need for code officer to routinely survey downtown.

Figueroa Project – Denise Sindelar

Public Art – Ventura Banners will be installed on Tuesday. Park closure 12 hours 8am – 8pm.

Invitations to send out August 21st. Will be on display August thru October

Photographs of banners will be posted on City website within 2 weeks.

Renew project annually.

Come back to talk about budgeting. How to fund projects – what projects will receive funds.

Promenade and Seawall – 2 yr contract, artists on hol

Downtown Christmas Street Lighting

California and Main over street lighting

Move to next agenda

Come back with a to-do list

Surplus Properties – Alex

City Council to approve list

Church Street property to move first

Seaward Alesandro – residential consideration – by end of month

Smaller sites going out to public for bid or RFP, packets to include what uses, zoning, regulations

Alex Herrera to head up project, Brian Haworth will assume role with DOT in his absence.

Police Storefront Update – Loretta

Have a signed agreement with the anonymous donor.

Cowtown Mile \$2700 already funds focus security issues

Board meeting future of DVCC, purpose, redefine issues. Looking for input from City Staff, DOT et.al.

New Items

Downtown Commercial to air August 2nd on Good Morning America, The View, & the Jimmy Kimmel Show

Brian Haworth – Associate Planner – Economic Development & Revitalization – (805) 654-7758

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June 25, 2004

In attendance today: Doug Halter - chair DOT and Redevelopment Committee & downtown property owner, Jim Ludwig - K&L Associates, Loretta Merewether - Downtown Community Council & Downtown property owner, Jim Lutjohann - Ventura Visitors & Convention Bureau, Stephanie Foster – Ventura co, Denise Sindelar – Cultural Affairs City of Ventura, Elena Bres – Cultural Affairs City of Ventura, Robin Elander – Cultural Affairs City of Ventura – Artwalk, Alex Herrera - Senior Planner City of Ventura, Clarey Rudd – Bank of Books & Greater Historical Downtown Association, Ray Romero - Ventura Police, and Sid White – Economic Dev. & Revitalization Manager City of Ventura

Approval of Minutes May 14, 2004

First Thursdays Alive After Five – Robin Elander

Cultural Revolution Downtown – Introduce a new idea for our downtown, First Thursday, Alive After 5 has been very successful in other cities. Pilot program to help bring people downtown.

Free for businesses to participate, funding provided by Cultural Affairs division as well as Economic Development. Businesses choose whether or not to participate.

Program to run from Aug – Oct. Hours for event 5:30 – 8:30 pm. If interested, merchants need to register by Tuesday prior to event.

There will be an information booth in the Mini Park on Main Street providing flyers listing participating businesses. Radio station to do live broadcast, gift certificate give-aways donated by merchants good for that First Thursday only. Resources available for advertising - 8000 postcards, 200 posters participation signs for business's window

Kick-off Event Preview July 1st 6-7pm. Letters have been sent to merchants informing them about the upcoming event.

No steering committee formed.

So far has received very positive response from merchants. Asking for downtown councils to help get the word out about the new program.

Jerry Breiner to put info on website. Place flyer in Kiosk.

Press release after July 4th, Jim Luttejohn will distribute to out of town media list.

Additional bathrooms have not yet been planned for, may wait until after first event to see if needed. Do not create expense if not needed.

Consistency of Code Enforcement – Jim Ludwig

Would like clear definition of what the code is in terms of signage, window coverage, façade treatment, size of signs placed in windows for downtown area. Need fair consistent enforcement of codes.

Alex to provide information as to what the code enforcement is doing.

Police Storefront Update – Loretta Merewether

Gave notice that DVCC would withdraw their funding support of the storefront.

Pd gave notice to quit lease, informed all volunteers.

Anonymous donor offered \$10-15,000, will commit to 3 months of operating costs - DVCC will maintain lease, take responsibility to collect funds from donor to pay rent, maintain insurance.

More than 10 volunteers were very happy to stay.

Now able to continue with the storefront and also focus on researching downtown security.

DVCC may be able to raise \$25,000 for security. Most effective way to manage downtown security would be to form PBID.

As indicated by survey, largest concern of downtown merchants is transient population.

Hand out article from LA Times re: Private Security.

Would like to find out from DOT whether or not to pursue issue of private security for downtown or if should be held off until there is a more formal funding structure.

Would like the crowds that leave Nicholby's at closing time to be addressed.

Must be careful to convey a positive perception of a safe downtown area. Armed security guards may give the wrong impression - we have security guards because there is a problem.

Some security companies severely limit the guards' actions - contradicts the main objective for hiring the security guard.

Would not have armed guards, rather have ambassadors who are to be a resource for merchants.

Suggestion to Police Dept. change after hours and weekend message to indicate after hours non-emergency phone number.

Police addressing transient issue - trying to target specific offenders, have them declared a public nuisance, then if they return and cause problems they can be jailed or put on probation (denied access to downtown).

Would like storefront be more of a community storefront (code enforcement, fire, police and other city departments)

PBID review and suggestions - Allembers present - no consensus

DVCC membership outreach - Loretta

Soliciting membership - commitment to volunteer time - donation of funds.

Kiosk Update - Loretta

Complete, looks great.

Cowtown Mile Event - Loretta

Cc to participate give support in getting merchant contributions to be used as rewards for the runners

Robin has list of people who are interested in giving donations.

Discuss change of day for DOT - Alex

Possible change of day from Friday to Thursday.

Will send out e-mail confirm availability before scheduling changes.

New Items

New ordinance – that would affect all establishments that sell alcohol. Additional fee to every establishment that holds an ABC license to fund an officer to enforce ABC violations and to work the bars. Very early stages of development of ordinance.

EDC-VC consultant available to come in and conduct a retail workshop for downtown merchants. Need feedback as to who would be interested in participating, location to hold workshop and areas of interest to be covered.

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April 30, 2004

In attendance today: Doug Halter - chair DOT and Redevelopment Committee & downtown property owner, Jim Ludwig - K&L Associates, Stephanie Brennon, Loretta Merewether - Downtown Community Council & Downtown property owner, Don Davis - Utilities City of Ventura, Robin Elander - Cultural Affairs Coordinator City of Ventura - Artwalk, Vicki Musgrove - Maintenance City of Ventura, Chris Hart - Ventura Police, Tom Mericle - City of Ventura, Alex Herrera - Senior Planner City of Ventura, Clarey Rudd - Bank of Books & Greater Historical Downtown Association, Jerry Breiner - Downtown Community Council & Ventura Magazine, Ed Warren - Busy Bee Café and Barbara Evans - Ventura Architecture

Approval of Minutes for April 2, 2004

Correction to minutes -

DVCC offered to support with a grant 750 for Ambassador Program with match by the City for at total of \$1500.00 \$20-25000 needed for 1-year program

Jim Ludwig approve Jerry Breiner 2nd

Kiosk update - Jerry Breiner

Nearly all businesses are noted. Blocks are color-coded. \$150-200 needed to print panels. Will be adding 3-dimensional markers to identify restrooms: Busy Bee, Bank of Books, and Head Shop. Also to be noted: Senior Center Santa Clara/Oak, Beach Parking Structure, City Hall, Pier restrooms, Foster Library

Suggestions: to add to existing list of restrooms - Mission Park, Plaza Park

Notification of updating dates, contact name or number for updating

Damage to kiosk on side panel, box split, hinge damaged - Loretta circulated pictures of damaged panels. Will get estimates for repairs - hope to have repair by next month. Repairs will come from the DCC budget. Suggestion to give the appearance of security - mounting dummy camera - apply ad-stickers from security company.

Trash - Vicki Musgrove

Needed to make immediate budget cuts for remainder of fiscal year as well as next year.

Reducing positions, cut janitorial services in City Hall, Trash pick-ups in downtown area.

3500 per year per trash can – franchise agreement with EJ Harris

400-500 blocks removed 10 trash cans. To compensate for fewer cans, maintenance personnel have changed schedule so that there will be weekend coverage. Willing to move cans around to give more effective coverage, move cans to mid-block.

Jim Ludwig suggests that Alex look at Trash problem as Economic Development issue, find some way to add more containers.

Tom Mericle suggested that trash containers that are placed near bus stops could be paid for by transit funds, he will check with Mary Joyce Ivers.

Monitor if businesses are using cans for merchant refuse. Should look into recycle box location downtown because most of merchant trash is paper/recyclables

Big concerns that with fewer trash cans, greater possibility that public will toss garbage into planters and down storm drains

Follow-up on trash issue is looking at other funding sources for more containers (transit funds), re-evaluate positioning of cans, monitoring use, recycling plan

Main Street road improvements

Overlay on Main Street; timing of repairs. Do not want to complete job just to have another project require that streets be dug up again.

Don Davis - sewer line system needs to be updated/improved

DOT suggest that delay until after Holiday Season, January

Concrete streets are structurally sound, may look ugly but are sound.

Main Street is not concrete; so repairs are necessary soon so to avoid more serious problems, more major repairs

There are a few repairs that will need to be addressed before January.

Smaller repair projects, 6X6 ft holes (Mondays and Tuesdays are typically slowest days)

Will give notification of dates when repairs are to take place.

Review of Palm Tree Lighting - Daryl Wagar

Alex noticed downward facing spotlight hits directly in the eyes

Doug did not notice any effect when driving by.

Stronger up lighting is needed, need to be higher on tree downward shining light need to be adjusted so not to hit pedestrian in the eye, spread out the light.

Clarey suggests that should contact Palm Springs to get detailed information as to company who supplied lighting fixtures, cost estimates, maintenance costs. May have already been done, will check with Daryl Wagar. Also contact Pacific View Mall regarding their lighting.

Security Survey

Surveyed 61 people/merchants

15 hours/6 people

Are you aware of the Police Storefront on Oak? 88% yes

Do you think our Storefront has any affect on the downtown in terms of perception of safety? 55% yes

Do you think people feel better about being in the downtown when security is more visible? 92% yes

Do you think the perception of safety is an issue that needs to be addressed in the downtown? 83% yes

Do you think the presence of mentally challenged and homeless people on the streets in the downtown increases the needs for more visible security? 80% yes

Would you think it would benefit the downtown to have paid security persons visible on the streets in the downtown during busy hours? 63% yes

If yes, would you as a merchant be willing to pay something per month (\$100) for security? 43% yes

Would you be more likely to contribute \$100 per year if you knew your contribution would be matched by a local company grant? 58% yes

Do you know how to contact the police when a problem is not an emergency 911? 74% yes

Jim Ludwig – Pacific Coast Business Times article – lead editorial – Crime Crackdown Plays Big Role in Ventura’s Rise – observation during the Livable Cities presentation – addresses cuts in public safety funding and how it directly affects a city’s viability

Chris Hart – provided a list of contact numbers for the Police emergency and non-emergency to be handed out to the downtown merchants.

May 13th DCC board meeting – topic - continuing the downtown police storefront.

Will also address possibility of dues to help support programs for downtown.

Concern raised that struggling business that may not be able to contribute dues (i.e. \$100.00).

Loretta asked Clarey if he could poll members of the GHDA as to how many would be willing to support and/or participate in fundraising for Police Storefront

Question as to whether 2 storefronts are necessary, ½ mile apart. If one or the other were to close would response time be affected? No, however, the storefront does provide a service to visitors/merchants downtown without having to leave area.

Police need public/merchants to be the victim, to make the calls when disturbances arise, to press charges, to appear in court, to follow through.

Need to keep in mind the perception of the visitor regarding security.

Downtown merchants need to be more educated as to who to call and when to call for police assistance.

May want to schedule Workshop regarding Security Issues, who to call, when to call, effective ways on how to handle various situations when they occur.

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April 2, 2004

In attendance today: Doug Halter - chair DOT and Redevelopment Committee & downtown property owner, Jim Ludwig - K&L Associates, Loretta Merewether - Downtown Community Council & Downtown property owner, Robin Elander - Cultural Affairs Coordinator City of Ventura - Artwalk, Russ Havens - Wells Fargo Bank, Alex Herrera - Senior Planner City of Ventura, Ken Rose - Bank of Books, Jerry Breiner - Downtown Community Council & Ventura Magazine, Sid White - ED&R Manager City of Ventura Roger Ryder, Daryl Wagar - Tree Maintenance City of Ventura, Jamie Kuhl - Facilities Maintenance City of Ventura and Barbara Evans - Ventura Architecture

Approval of Minutes for March 19, 2004

Not Approved.

Review of Palm Tree Lighting - Daryl Wagar

Presentation of uplighting fixtures - Pros and Cons of uplighting

Demo lights Jamie Kuhl has gathered estimates of electrical use

Suggestion to select a tree to use for demonstration of lighting in order to obtain information as to performance and more precise estimate of costs.

Demo tree lighting set for week of 4/20/04 through 4/27/04

Estimate \$1200+/tree - fixtures, installation, upgrading junction boxes

Investigating other cities as to how they approach their lighting issues

This type of lighting is not suggested if goal is to improve public safety and if used with other lighting to illuminate sidewalks, it will lessen the ambient effect.

Hand out brochure from FX luminaire. Illustrates fixtures to be placed on the tree, banded anywhere on the trunk, can place 3-5 lights per band. Cost about 30-50 per fixture. Canister lighting to shine upward 300-500 + installation cost

Changes in codes for outdoor lighting and electrical - present system is border-line on code, any new installation projects would need to upgrade the existing junction boxes to meet present codes. Upgraded boxes would have a locking switch. This style is necessary to accommodate needs for street fairs and musicians. Replacement cost approximate \$800 per box.

Lighting electrical costs - 240 watts / .13 kilowatt = \$91 ea X 80 lights = \$7,000.

Set up demo tree to coincide with Downtown Council meeting. Set up tree on Thursday 4/22/04, meeting on Tuesday 4/27/04.

Slurry Coating on Main Street - John Rider

More than slurry coating. Total gut out and repaving. Identify blocks of downtown to mill out old asphalt and repave. Would like to Solicit from Downtown, opinions as to time of day, week month or season that would be the least interruptive to their businesses. John will draft letter to Downtown merchants and residents.

Doug Halter stated that any interruption during the next several months could be very damaging to the downtown economy.

Estimate time for repairs 1 block - 2 days - start date possibly 3 weeks out

Monday & Tuesday are the slowest days

Loretta - DCC is conducting a survey of Downtown Merchants, they could help deliver the letters.

Need to make every effort to reach all merchants/residents who will be affected by the street maintenance.

Letter will give a couple of dates for merchants to offer their preference of time and date.

Residents will be affected when early morning work on the Oak and California intersections begins, possibly as early as 4am.

Issue of weed abatement – address concerns to Daryl Wagar- City of Ventura

Review of Public Comments regarding Merchant Restrooms – Alex

4 Calls from merchants interested in participating if opportunity arises; 2 calls upset that they were not given the offer to participate, that their restrooms have always been available to the public (one even stated that their restroom was listed on the kiosk)

Alex to develop a more formalized agreement letter to be presented to the merchants again, need to make every effort to present opportunity to all merchants.

Downtown Police Storefront – Loretta

1992 Storefront established in Downtown

Concern is that public reaction is not positive, that they are not feeling the impact of the police presence, that the officers not readily available, and do not have a relationship with the merchants.

DCC has provided funding for the past 6 yrs. Budget is running out. Question: Would City maintain Storefront presence if DCC is no longer paying the rent of Oak Street facility?

DVCC offered to support with a grant 750 for Ambassador Program with match by the City for at total of \$1500.00 \$20-25000 needed for 1-year program

Survey merchants & property owners – survey is to measure support – Do they feel that there is a need for security and would they be willing to help pay for these services?

4 weeks have PD return to review plan – hire outside security or fund raise to maintain downtown storefront.

Concerns regarding issuing parking tickets to buses in front of Ventura Theater, the locations of loading zones, and fumes generated by large trucks and vans idling for long periods of time while in these loading zones.

Merchant/Property Owners Security - Loretta

Issue Survey

Restroom Pilot Program, Street lighting up-lighting demo 20th –27th

Are merchants aware of how to contact police?

Attempt to complete by next week.

Will be speaking to every merchant – wanting to get complete picture of what concerns are priority for

merchants.

PBID review of concerns - Clarey

Ken Rose stated that Clarey had concerns regarding the PBID.

Sid White and Alex Herrera offered to meet with Clarey to discuss and address his concerns.

PBID information was provided to Clarey to give him an opportunity to provide his input.

Community Council Meeting Schedule/Agenda - Loretta

2 citizen complaints re: Downtown flower pots

1) Written complaint had a long list of issues the flowerpots was only one of the topics mentioned.

2) Phone call came from a business regarding the planter on the corner outside of Nicholby's it had become septic due to standing water. Suggestion to correct problem - place a spigot at bottom of planter to drain excess water.

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March 19, 2004

In attendance today: Doug Halter - chair DOT and Redevelopment Committee & downtown property owner, Jim Ludwig - K&L Associates, Loretta Merewether - Downtown Community Council & Downtown property owner, Margo ? artist, Denise Sindelar - Cultural Affairs City of Ventura, Robin Elander - Cultural Affairs Coordinator City of Ventura - Artwalk, Tom Mericle - Engineering City of Ventura, Russ Havens - Wells Fargo Bank, Alex Herrera - Senior Planner City of Ventura, Clarey Rudd - Greater Historical Downtown Association - Bank of Books, Jerry Breiner - Downtown Community Council & Ventura Magazine, Kathy Janega-Dykes - Ventura VCB, Sid White - ED&R Manager City of Ventura and Elena Brokaw-Myles - Cultural Affairs City of Ventura

Approval of Minutes March 5, 2004

Loretta Merewether move to approve, Jerry Breiner second

Approved.

I Love Ventura Art Project - Denise Sindelar

Public art commission last year determined there was a need for more community friendly small public art projects that are geared to introduce local artists into the public art process. Public and Local Artists Creating Environments (PLACE) was created to commission artist or artist team to interact with community and create a temporary art project for the Cultural District

Margo is the artist selected.

30 artists into 3 different categories. 10 - established artists, 10 - up and coming artists, 10 - 18yrs and under. The theme is to be "I love Ventura".

They are to create banners to hang on the lampposts, along streets Downtown from the library on up. Design on front, name of sponsor and artist signature on the back. Scheduling installation for late July, with dedication during Artwalk in August, and to be displayed through the October Artwalk. Funding through the Public Art \$5,000 grant.

If plans to make the Banner Program a yearly event, may be able to gain sponsorship of local businesses

for the artists. May consider auctioning off banners to help fund school's art departments.

Update on Tree Lighting - Mary Joyce Daryl Wagar

Fixtures/wattage needed/ electrical costs/maintenance cost

Push to next meeting

Downtown Marketing - Alex Herrera - City/ VCB/DVCC

Memo handed out regarding the different programs

Cultural District Programming Grant - 10 festivals throughout the year - \$30,000

Banner Project - \$60,000

Cultural District Map – focus on cultural sites and business that feature an art

component i.e. live music - \$10,000 will also produce monthly calendar (inserts)of events in the Cultural District, may consider using map to replace map in the kiosk

Public Art Projects

Capital Improvement grants \$700,000

Downtown Kiosk

Walking tours – Richard Senate

TV ads – KADY KEYT – producing new ad, donut format. Brian Haworth (EDR)

is involved with the creative process.

Artwalks \$67,000 annually

Street Festivals \$165,000 annually

Improved highway signage

Wayfinding Signage Program \$200,000

Kathy Janega-Dykes – VCB Downtown marketing efforts targeted audiences: Convention Delegates, Leisure travelers and collateral. Travel writers – has been a lot of interest in Ventura, emphasis on Downtown.

Program information distributed by: Visitor guides sent as requested, visitors in the Visitor's Center, available in hotels, websites, trade shows.

Update Temporary Restrooms and Street Lighting - Alex Herrera

(funding request)

Temporary Restrooms – Pilot Program started this week. Sign to be posted in each of the merchant's window. Should be in place next week. Copy of sign to Kathy.

Maintenance of restroom – must be kept clean and stocked.

Notice of the restroom availability and locations will be mentioned in downtown community newsletters,

mailings. Consider revising maps indicating location of public restroom currently posted.

John Schibe has been in contact with Sid White, John was focusing on cost of program.

3 programs to consider for lighting, will present to Council for funding.

Permanent restrooms plan presented to council Monday as a potential CIP

Ongoing Maintenance Cost - \$10,000 open discussion as to funding

Map of potential sites for permanent restroom placement.

Jerry brought up question as to why EP Foster is not in listing for public restrooms, who to contact to see if they would be willing to be listed – county library Elena to provide contact information to Jerry.

PBID review of documents - Clarey Rudd

Would like to have more time to review. Possibly one month.

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March 5, 2004

In attendance today: Doug Halter, chair DOT and Redevelopment Committee & downtown property owner, Russ Higgins – Wells Fargo Bank, Elena Brokaw-Myles – Cultural Affairs City of Ventura, Robin Elander – Cultural Affairs Coordinator City of Ventura – Artwalk, Loretta Merewether - Downtown Community Council & Downtown property owner, Jerry Breiner - Downtown Community Council & Ventura Magazine, Sid White – Economic Dev. & Revitalization Manager City of Ventura, Alex Herrera - Senior Planner City of Ventura, Clarey Rudd - Greater Historical Downtown Association – Bank of Books, Daryl Wagar – Parks Department City of Ventura, Barbara Evans – Ventura Architecture and Mary Joyce Ivers – Fleet & Facilities City of Ventura

Review of minutes of February 20, 2004

PERMANENT DOWNTOWN RESTROOMS – SID WHITE

Have put issues of street and parking lot lighting into budget.

Timeliness – City Council raised issue of downtown restrooms last week, has moved the process forward by a couple of weeks. In effort to be more pro-active, Sid presented to Ron Calkins and Tom Gardner

The efforts of the DOT committee along with a memo from Alex Herrera detailing the work that had been done, identifying possible locations within the downtown area and budget analysis in regards to the project

for a CIP the work that the DOT committee has done to date and a memo that Alex had prepared–to put together a CIP – is now in the fund stage. Will go to city council March 15th. In memo it did mention that further details would be forthcoming from DOT committee

Marketing the downtown – Elena and Robin to join the DOT

LIGHTING SUB COMMITTEE REPORT - UPLIGHTING FIXTURE COST ESTIMATE – DARYL WAGER City staff performing work rather than SCE

Last meeting discussed the feasibility of solar lighting to light palm trees to reduce operation costs. Solar lighting problem large panel needed to generate power. Trees not able to support weight of panels, option could be placed on the rooftop of one of the private properties, would need to get an easement for rooftop

property and run power lines to trees or erect more poles to place panels on street next to trees. These lights will produce about 30 watts. Solar lighting produces typically a low, ambient lighting. Cannot do directional lighting with this type of system. Lighting company would not give a cost estimate until size of project has been determined. Has asked for quotes to install 3 panels.

Mary Joyce cautioned that there are lighting standards for the amount of illumination for the type of service provided. Some businesses need brighter lighting.

General feeling throughout the team is that the solar lighting may not a suitable application because system too limited in wattage and directional lighting.

To hardwire into existing system, to install directional lighting, estimate of labor \$250-300 per tree plus additional electrical costs. 12-volt system about 1/2 consumed by tree roots and will need to be replaced; additional cost to be added; has not been estimated yet. Conduit would run up the trunk of tree strapping the conduit to the tree will not damage the tree and should last about 3-4 years.

Robin concerned that the lighting system would limit the amount of power available for evening events. Mary Joyce stated that system might need to be re-evaluated. Robin to provide team with what her "draw" needs would be for various events. Street fairs biggest demand.

Barbara Evans brought up the need for plug-in areas for musicians – Darryl stated that that would be a completely different discussion. Would need a secondary system with outlets housed in lockable vaults.

Darryl and Robin to look for various types of fixtures that would be appropriate for directional lighting in palm trees and conduit appearance, painted, wrapped, etc.

Suggest bringing in lighting specialists

REVIEW REVISED DRAFT LETTER REQUESTING BUDGET CONSIDERATION DOWNTOWN LIGHTING IMPROVEMENTS – LORETTA MEREWETHER

Requesting \$150,000 to cover upgrade 86 poles

If the increased lighting does not produce the desired improvements, testing the wattage of the streetlights on the 200 block will proceed.

RESTROOM SUB-COMMITTEE REPORT – LEGAL DEPARTMENT REVIEW – ALEX HERRERA – CLAREY RUDD

Update on pilot program Mama Mia's has closed – the hair salon Head Shop to replace them.

Everything in place to begin Pilot Program immediately. Right now we have the funding for the program for then next four months without the need for a contract. Will use the next four months to evaluate if contract is necessary.

Will be meeting with 3 merchants to review terms soon.

Will need to meet with the Cultural Arts staff to identify the participating merchants on the kiosk by the parking structure. Merchants do not want an a-frame sign in front of business noting public restroom, will place notice in window of business.

Barbara Evans raised issue of tracking usage of restrooms. Suggestion of having Downtown merchants hand out "vouchers" or "passes" to public who ask if there are any public restrooms and direct them where to go. Good way to monitor who is using the facilities and provide supportive backup material for need for permanent facilities.

Pilot Program should be operational next week.

Will still need additional temporary restrooms (portables) during Artwalk. Plans to place portables at the

mini park on Main Street instead of the B-of-A back lot.

Suggestion made to place at both locations not just one or the other.

REVIEW REVISED DRAFT LETTER TO CITY COUNCIL REQUESTING BUDGET CONSIDERATION FOR FUNDING TEMPORARY MERCHANT PUBLIC RESTROOMS – LORETTA MEREWETHER

Should be addressed to Susan Daluddung

\$18,000 for Pilot Program 400-500 per month to each merchant – need to clearly indicate amount, add a comma.

DRAFT LETTER TO SUSAN DALUDDUNG SUGGESTING THE AREAS IDENTIFIED BY THE COMMITTEE BE CONSIDERED FOR FUTURE PERMANENT RESTROOM SITES – LORETTA MEREWETHER

Need to finalize this letter quickly. Sid White will be presenting City Council information this next Monday

This has been identified as a CIP project -

Mary Joyce - If they authorize the building of the restrooms they will have to designate the facility fund against annual maintenance cost increase – generally primarily general funds.

Need to focus on identifying funding source for ongoing maintenance of facilities – developers, management association, City, etc.

Discussion as to whether or not the City should be largely responsible for maintenance costs; if there should be association that requires dues paid by Downtown merchants, have Developers provide for maintenance costs built into plans.

Estimate \$10,000/year for maintenance of facility; cleaning 2 times per day, repairs, graffiti removal ongoing replacement of fixtures, painting, etc.

For all letters: include subject line, list all DOT member names, City staff names not to be listed at bottom for signatures.

PBID REVIEW OF WHERE WE ARE AND WHAT THE NEXT STEPS SHOULD BE – ALEX HERRERA - Update

Extend consultant's contract for additional year by amending contract – it did not include the additional funds. \$40,000 initial contract amount, amendment will put contract over \$40,000, it will need to go before Council for approval. Group has completed about $\frac{3}{4}$ of work to get to the petition stage, only about \$6,000 left on contract, need additional funding for the longer term contract, no source identified yet. When presented to Council, Council had some concerns about the management plan not having the detail that it needed; the issue of the boundaries, whether they could be modified to include or not include certain areas; issue of residential within those boundaries and the assessed formula.

Additional concern: Composition of committee - should it require that more merchants be on the P-BID Steering committee

Addition work Tom Woods and the consultant, they looked at the boundaries and modified the formula to reduce the total assessment.

Contract needs additional funds to move forward.

Doug Halter:

3 yrs ago public workshops 1) To focus on what was needed for the Downtown – well attended – majority of people there were merchants. Hit list top 5 issues

2) To decide as group – are things improving, staying the same, getting worse 3) broke out property owners from merchants into groups Discuss issues of concerns, 2 top issues – 1) Working together to market Downtown and willingness for all to contribute to cover expenses. 2) Willing to help fund for public amenities i.e. public restrooms and security.

Issue of parking meters raised, at that time group did not want to pursue, wanted Downtown parking to be free, at present that issue should be reconsidered.

Other funding sources considered: grants, parking meters, bid and p-bid.

Need to get back to the table and agree do we need a permanent funding source or can existing dollars be used for the funding source

Previous plan had a few deficiencies: 1) didn't include how it was to be managed and how dollars were to be used, 2) who would make up the forum 3) benefits of plan were not clearly defined. This may have unnecessarily generated some division that should not have happened. Some merchants feel that they do not have a voice in the process, and how many would have an increase of expenses and how much

Benefit of P-BID: Organized group of volunteers and paid staff to achieve more of Downtown's goals. Group that would be held responsible/accountable for results.

Need to have representative group to identify funding sources, to see that money being spent efficiently; that the cost is distributed fairly between those that are to benefit; and that the money is managed in a way that everyone can see where the money is going.

Clarey has not seen the models yet. Alex Herrera to get packet to Clarey

Original idea was to get the votes in before proceeding to model; however, many are hesitant to vote without seeing the model.

Alex suggested that remaining funds in the contract should be used to work with a group to finish the management plan.

City provides a base level of services, if Downtown sees that they need more than the base services, they must find additional funding sources.

Next meeting: Address any questions that Clarey Rudd may have after reviewing information packet.

New Items - Open Issues

Doug Halter and Clarey Rudd to create DOT newsletter – list complete roster of DOT members

Need to address growing problem of prostitution, homeless and mentally ill.

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February 20, 2004

In attendance today: Doug Halter, chair DOT and Redevelopment Committee & downtown property owner, Jim Ludwig - KL Associates, Jerry Breiner - Downtown Community Council & Ventura Magazine, Kathy Janega-Dykes - Ventura Visitors & Convention Bureau, Tom Mericle - Traffic Engineer - City of Ventura, Alex Herrera - Senior Planner City of Ventura, Kari Gialketsis - Principal Planner – City of Ventura, Clarey Rudd - Greater Historical Downtown Association – Bank of Books, Ken Rose, Greater Historical Downtown Association and Loretta Merewether - Downtown Community Council & Downtown property owner.

Approval of minutes of February 6, 2004

Discussion to change the tone of section regarding the community response

Motion to approve – Jerry Breiner

Second – Loretta Merewether

SPECIFIC PLAN UPDATE – Presented by Kari Gialketsis

Streetscape to be completed by consultant - Not yet ready to go to Council

Plan to address: areas of Thompson, Oak, Figueroa, the California Bridge Access to Beach from Downtown Trees and sidewalks

Funding for the California Bridge - Federal money to hire consultant

Artists selected – 2 for Figueroa 1 for the California Bridge

Delay due to State Budget Crisis - Begin design this year for both - Basic layout for bridge to create entry

Figueroa St. long range project – from plaza to Thompson – put in palm trees – visual barrier wall

California Bridge - Carrow's restaurant to be replaced by a bank, adjacent property surf shop and mixed use – Becker Project

New development at Oak and Thompson – not to include the Salvation Army only access from City parking lot

Do not want to see as in Figueroa and Thompson, Project A, sea of parking around building

Artwork on Figueroa – opportunity to input opinions – refer to Kerry Adams

Figueroa – add parking on one side of street – call form Don Parrish wants it on his side – not enough parking for his business. This plan keeps bike lane and increases parking – keeps the visual open

Market study completed, initially stated that no more hotels were needed. Did not recognize the trends of increasing interest. Hilton calling; has interest to come back into area. Density, height, use needs to be addressed – more need for office space

DRC review – renovate Holiday Inn/Raddison

Plans to remove rotator crown from top of building

Staff recommends color change on the outside of building – 3 colors selected

Parking management study on hold until the land uses are figured out. Land use map – Workshop on land use to be held next Wednesday

First working paper – draft – dealing with new form based code concept.

Parking master plan – whole gamut – parking possibilities – need to build structure and where – residential parking

Craftsman homes on south side of Main Street – may lose these homes – area zoned for multi-family dwellings.

Concept of covering the freeway – Cal-trans property – will allow commercial on a month-to-month leasing – agreements are so stringent that no one is willing to build mostly suitable for kiosk, moving vendors, seasonal vendors, multi-transit center. Cal-trans wants same going rate as Downtown

properties; so leasing costs would be higher.

Schedule - Draft of Specific Plan by August - Land use to council in April. Environmental to be completed then sent to Costal Commission

LIGHTING SUB COMMITTEE REPORT - UPLIGHTING PALM TREES

This type of lighting would give a welcoming feel to downtown, up-lighting crown as well as shining downward to sidewalk. Run conduit up trunk rather than plug in to reduce occurrences of vandalism.

60-65 along Downtown Main Street - White light is much more inviting than yellow lights, initially cost less potentially could be more costly for month-to-month maintenance.

Daryl Wagar – Solar powered lighting would initially be more expensive, however, ongoing cost could be much less.

The spacing of palm trees between the poles will give varying lighting, more interest, more consistent street and sidewalk lighting

REVIEW REVISED DRAFT LETTERS

REQUESTING BUDGET CONSIDERATION FOR FUNDING LIGHTING IMPROVEMENTS FOR DOWNTOWN

CALIFORNIA STREET - PARKING LOTS - OAK STREET

DRAFT LETTER TO CITY COUNCIL SUGGESTING THE AREAS IDENTIFIED BY THE COMMITTEE TO BE CONSIDERED FOR FUTURE PERMANENT RESTROOM SITES

Funding Request \$100,000 – increase from original amount in order to accommodate either lighting plan

Goal to keep options open, do not limit to just one option or the other.

1st paragraph of letters too positive – needs to be more pragmatic. Ken Rose stated that many downtown retailers may not feel that their economy is as vibrant as letter may suggest.

City has been encouraging but still more needs to be done.

Jim Ludwig gave Loretta Merewether alternate wording for opening paragraph. Will send out revisions via e-mail.

RESTROOM SUB-COMMITTEE REPORT

RECOMMENDED LOCATIONS FOR PERMANENT FACILITIES

MERCHANT PARTICIPATION PILOT PROGRAM

Possible sites for permanent restroom facilities:

Museum Expansion

Future Parking structure on Palm & Santa Clara

Parking structure on California

Oak Street development

Chestnut behind Starbucks

City has leverage in these listed areas

Loretta to memorialize with a letter

Alex to draft an internal letter

DVCC R&R COMMITTEE REPORT

Last meeting was a presentation of a 20-year old plan that was 50 years advanced. Excellent presentation. Developers are willing to build what downtown needs. Many key developers were at the last meeting

REPORT ON SPECIAL MEETING OF THE DVCC & GHDA

Special Meeting held by DVCC & GHDA - very positive, will be helpful in promoting a feeling of progress.

Follow-up meeting to be held in 2 months. Goal is to bring in more people – more involvement

At a later, date plan to have a larger community meeting – allow more time for accomplishments.

KIOSK – INFORMATION UPDATE

Information kiosk – one panel has broken plexiglass needs to be repaired before display information can be changed or updated. When the kiosk was built the 3 panels cost 1,800. Get appropriate people to next meeting.

New Items - Open Issues

Free website space – donation from XXX

Newsletter, agenda etc. will be posted on the website

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February 6, 2004

In attendance today: Doug Halter, chair DOT and Redevelopment Committee & downtown property owner, Sid White - EDR Manager City of Ventura, Daryl Wagar, Parks Division – Trees - City of Ventura, Jerry Breiner - Downtown Community Council & Ventura Magazine, Nancy Williams – Southern California Edison, Jim Ludwig - KL Associates, Alex Herrera - Senior Planner City of Ventura, Jeff Hereford – City of Ventura, Clarey Rudd - Greater Historical Downtown Association – Bank of Books, Ken Rose, Greater Historical Downtown Association and Loretta Merewether - Downtown Community Council & downtown property owner

Approval of minutes of January 23, 2004

Motion to approve – Jim Ludwig

Second – Clarey Rudd

Lighting - Sub Committee

Letter drafted by Loretta Merewether regarding direction DOT would like to see the City take in the upcoming year for fiscal budgeting – correction 150 to 200 watts

Loretta will send out copies of draft to team members for comments and corrections. Would like to have

comments back by next Friday 2/13/04

Timing for lighting letter – completed within 2 weeks and to Sid White

Letter regarding options for possible funding for restrooms – draft letter to council separate from lighting issue.

Jeff Hereford completed lighting study of Parking lots and main streets. Side street light study to be conducted at another time. Really aim at public safety in letter

Set up meeting for next Thursday to discuss downtown lighting:

Jeff H., Tom M., Clarey R., Loretta M., Doug H., Barbara E., Chris H., Alex H.

To switch out lighting from 150 to 200 watts cost will be approximately \$1,000 81 light to change. Added service cost – ongoing service cost \$100/month

Nancy Williams – to address: Trimming trees on Oak Street. Improving lighting on side streets

Street lighting placement and wattage came from the city plans and designs probably many years ago

Wants to check into cost of \$1,000 per light, will check to see if the cost can be reduced. Jeff H worked with Casey to get estimated \$ amount per pole.

Oak Street between Main and Santa Clara only 3 poles, on Main Street there are 5 on each side. Power lines above ground not under-ground on Oak Street.

Attacking plan section by section can be cumbersome would be better to focus on whole area.

What to do in the meantime, cost to add poles on streets that have wiring above ground

Need to address side street lighting Oak, Chestnut and Palm Streets

When changing mechanism for increased wattage of lights may want to consider changing type of lighting bulb/globe to focus more lighting on sidewalk/street

Summary – bring information to next meeting

Cost estimate- per pole lighting – possible to get better pricing

Encourage property owners and business to increase lighting to light up stores, outside lighting

Continue to maintain rope lighting

Focus on side streets, changing wattage and/or adding a couple of poles to each street what costs would be

Regarding rope lighting on palm trees – move over to 10 smaller trees, and on 12 larger palm trees may want to add up lighting to provide better lighting.

Facilities to research – Jamie Kuhl

Want to make sure that DOT concerns are given appropriate attention in the Downtown Specific Plan – Comp Plan.

Caution against recommending any idea that would cause more regulation but may want to consider nightspots nightlife activity centers high density use where alcohol is served to require establishments to do due diligence have better outside lighting. Need to contact property owners as well as

business/managements

1-800 # has been improved so that at first of message the caller is asked if call is regarding a streetlight.

If it is just a bulb that needs replacing – 72 hours to complete repairs; if more detailed repair, work order may take up to 3 weeks

Master street light plan map has been provided to the city previously IDs streetlights within city limits where they are what kind of lumens Edison poles are tagged with a number (some are not legible) best way to report poles is to give address of business that pole is closest to.

Possible to provide map electronically? Nancy is unsure, but will check and get back to DOT.

Restrooms

Merchant participation temporary fix

Permanent fixture long-term goal

Alex is putting together a pilot program for merchant participation for temporary restroom issue, long-term goal permanent restroom.

Permanent facility possible site next to parking structure at Santa Clara & California possibly in conjunction with Police Storefront or Art Gallery but not to slow down process, but to possibly to find funding for process

Need to provide Sid White memo/letter regarding intent of Team, plan of program and estimate of cost. Letter regarding options for possible funding for restrooms – draft letter to council (separate from lighting issue).

Potentially condition the inclusion for public restrooms in new development plans (i.e. Development behind B of A) City would have to spend the money to maintain facility once built.

Set up Restroom Maintenance Trust Fund – easy to set up foundation for funds – may not have the legal authority to force them to do so – but is legal to ask or encourage. PBID an option too

DOT needs to keep Planners up to date on concerns as to public restrooms.

Detail issue in memo – address to Kari Gialketsis

Timeline for public restrooms – temporary – merchant participation (Busy Bee & Bank of Books on line, Mama Mia's should have confirmation today) give top priority, take to the Department Director - possibly 30 days – given no snags from Risk Management and Attorneys. Merchants to bill City and City to provide vouchers to them. Will pitch the Santa Barbara program, very successful.

Sub-committee to meet to pinpoint locations - Alex H. has map detailing both city and agency properties within downtown. Look at where needed most first then determine where they can be located.

Sid White working on map of all projects in the works, then as development opportunities come along, can identify areas more quickly.

Focus on Eyes on the Street

Committee – concepts of Monitors –

Loretta – Ambassador Program - need volunteers and funds

Calendar information

Comp. Plan team has put timelines, flow charts etc. on website.

Downtown Community Update

Over 7 years ago merged with old DVA (main focus on business and merchant needs) to form a new common voice.

DTCC more focus on social issues

Finding funds and volunteers big challenge.

Capital Improvements that need continual funding– police storefront, lighting on trees, flowerpots and the advertising kiosk.

May need to once again start collecting membership dues or find alternative fundraising sources.

stimulate interest in membership in community councils or downtown groups

Strategy of approach; how to go about uniting groups

Efforts made to get a wider group of individuals to understand that to move downtown forward, we need a viable funding source. DTCC is only about 2% away from actually going to a vote for a PBID, stopped process out of courtesy to the members of the community who were so strongly opposed to a PBID. PBID most viable source for funding

Need to deal with anger at PBID systems. Problems arose when people who were willing to be involved, were not being invited to participate, had feelings that they were being pushed out.

Need to strategize how to target appropriate members/leaders

City should be involved in process to contribute to success. Not necessarily City Council. City Council relies on Staff to keep them up to date on community issues. Should have a City Council liaison person, someone who will act as a champion for a project on City Council.

Big issue, need to address making information available and to address anger of some individuals due to mis-information and mis-understandings.

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November 14, 2003

In attendance today: Doug Halter, Kari Gialketsis, Principal Planner City of Ventura, Barbara Evans, Downtown Community Council, Clarey Rudd, Greater Historical Downtown Association – Bank of Books, Ken Rose, Bank of Books, Kathy Janega-Dykes, Ventura Visitors & Convention Bureau, Roger Wang, Management Analyst City of Ventura – EDR, Alex Herrera, Senior Planner City of Ventura – EDR, Chris Hart, Ventura Police, Jim Ludwig, KL Associates, Jerry Breiner, Downtown Community Council & Ventura Magazine, Loretta Merewether, Downtown Community Council and Sid White EDR Manager City of Ventura

Street Lighting

Tom Mericle was unable to attend today's meeting due to a conflict in his schedule. Alex is to meet with Jeff Hereford and Tom Mericle early next week to discuss lighting issues.

Issues raised at last meeting: Increased wattage of streetlights, the possibility and cost of adding more light poles and the trimming of trees around City owned/leased parking lots, in particular, Oak Street and

at Landmark 78.

Need update from Jeff Hereford re: Edison street lamps

Alex to meet with Daryl Wager – Parks re: Tree trimming

City Staff Meeting next week to identify Dark Areas that should be given priority attention. Clarey Rudd to meet with Alex Herrera to review map of streetlights, identify dark areas and how to improve lighting - either increased wattage of lamps or tree trimming. Alex Herrera presented a map detailing lots; Public parking, City owned or leased, he will provide copies for DOT members next meeting. Need to ID each pole both on a map and physically tagged with information as to who to contact. (Tom Mericle may have this info/map already)

Contact numbers to report problems with street lamps:

Edison (800) 655-4555

Joe Buccino (805) 652-4533

The lamp in front of East is still not working properly; Alex has made a call to Edison.

Summary:

Clarey Rudd to meet with Alex Herrera and determine priority areas to focus on to improving lighting.

Locate map indicating location of streetlight in Downtown area;

Identify each pole:

Whether it is in a parking lot or on street,

Unique identifier (letter & number), and

Who is responsible, Edison or City?

Investigate option and costs of replacing bulbs with newer more efficient bulbs.

Address the issue of lamp in front of East restaurant.

Christmas lights

Need confirmation as to height required for stringing old fashioned lights across street.

Lights cannot be found – need to purchase replacements Lights from Costco, cable ties from Avenue Hardware Plan to string lights this weekend and next. Volunteers should contact Loretta Merewether or Doug Halter.

Downtown Restrooms

Plan to use the Santa Barbara program as a model. Their Downtown Merchant Participation Program currently has 3 merchants who are involved; they are paid \$200 per month. No contract involved, merchants simply produce invoice and funds are paid directly to them. No issue of liability insurance because there is no contract – may be okay for our purposes because this would be a temporary solution only until permanent restroom facilities could be built. Goal is to seek out 4 businesses that would be willing to open their restrooms to the public. Clarey and Alex to follow up on list of merchants who may be interested in participation. keep in mind that there may be a property owner as well as merchant that needs to be approached to give consent for participation.

Permanent solution –

Timeliness issue on S. Oak and Santa Clara site – Senior Center. Currently under Master Plan construction looking to future commercial growth of Oak Street, working with cultural services group to include restroom issue as part of their Master Plan and funding.

Parking Structure Santa Clara/California and Mini Park.

Review of original construction drawings for the parking structure - was never any intent to have restroom facilities there, so plumbing is not in place. No estimate of cost to renovate facility available at this time. County Library and City Hall are 2 existing public restroom facilities already in place. There was a question of whether to post signs informing public of these facilities. Plaza Park and Mission Park restroom facilities are currently serviced once a day at cost of 9,500 each per year. For a cleaning twice a day, the costs would increase to \$20,000 per year per bathroom. Must make sure that there is a contact phone number listed for weekends. Proposed cost for new facilities at Santa Clara and California locations \$270,000-450,000 Obvious choice for location would be the Mini-park

Immediate need – temporary solution – Port-a-potties are still an option. They are inexpensive and can be quickly moved into place for Holiday season. Advertising Kiosks that are self-cleaning are very expensive, break down a lot and are not that effective. Trailer potties - Lincoln School as an example – are more expensive than single units but may be a better option than the single industrial style units. Clarey and Alex combine lighting and restroom issues when they meet next week.

Signage

Schedule of hearings and workshops. Sub-committee meeting next Tuesday at 2:30, not public meeting, it is a kickoff meeting to layout program. Will have a lot of public input. Brian Haworth will give update on schedule for hearing and workshops at next meeting.

Downtown Specific Plan, Parking Master Plan - Meeting is not scheduled on calendar yet. Kari Gialketsis is working on getting next public workshop for Downtown Plan to discuss the actual land use alternative that is being considered. There have already been 6 workshops held- very productive. One more public workshop on land use is scheduled, then they will be able formulate the Draft Plan; the basis of the plan will be the Land Use Map. No drastic changes to map are being considered, changes will be made to simplify map. Less colors, easier to read, more specific guidelines for new development and infill.

Parking Master Plan, Preliminary Plan

They need the Land Use Map to determine what the future demand might be. On hold until the Land Use Map is complete. January or February Parking Management Plan will be done, or at least a good draft will be complete. Still planning to have Plan and EIR done and to council by June 2004. The Parking Master Plan is waiting for information from the updated Downtown Specific Plan to see what the future use could be. Parking Master Plan was intended over the years to be inclusive of the entire downtown. Looking at the existing parking lots of downtown, there should be more emphasis on parking structures. The study also looked at on-street parking. The goal is to provide more parking downtown, faster turnover of parking on Main Street or in front of businesses, utilize lots further out and provide more parking where it is really in highest demand. At least 3 more workshops to be scheduled, 2 more for community and one more for Planning Commission and Council which are also public meetings. It is very important that all interested parties should make every effort to attend these meetings and make certain that the consultant is aware of your concerns, in written form or e-mail.

Please contact Alex if you would copies of maps or studies that have been done regarding these issues.

KEYT KADY advertising cost- Can any of these dollars be moved to radio? May consider utilizing both venues. Doug Halter can be a point person if any input needed regarding advertisement costs.

Redevelopment meeting

Last meeting held on Veteran's Day had a good attendance by property owners and merchants. New

business coming to downtown: Café Fiore, a new shoe store on Oak Street, Jimmy Mason Wine Bar, 73 Palm project for housing, old Mayfair site. Lot of interest to renovate historical buildings. Different ordinances to consider:

Loitering laws

Boarded up buildings

Street musicians

Restoring historic elements

Addressing bottleneck at freeway on/off ramps

Placement of Recyclable bins and more security at bathrooms

Doug Halter provided a handout of a basic analysis of what is necessary for running a downtown business. Review increase of income. It may take implementing new approaches to marketing, changing product, different hours, (longer or shorter) to create more buyers.

Downtown Redevelopment meeting scheduled for second Thursday of December, 6pm Donna De Payola's office.

Artwalk

A great success. 95% of good donated sold 10,000 of home tour tickets 667 people toured homes. Potential annual event. National, regional and local advertising, aided to the success. The event was very successful at showcasing the history of Ventura.

New projects

·Alex offered no new updates on pending projects

·Private sector school district site

·Bayuss has la Meta in escrow, has not closed yet Jim Ludwig speaking from property owners perspective, the buyer has talked with Sid White, he is very active downtown and very positive about what he wants to do downtown.

·No news from Hilton.

·Airway Glass ready to apply. Moving forward with plans, exclusive negotiating agreement has run it's course, Sid is confident that they will proceed to next step, which is pre-application and complete the process. Mixed use residential.

·Concerns regarding an increase of prostitution in Plaza Park. People who are seeking out services are mainly the problem.

·San Buenaventura Foundation representatives shared plan for Cultural Arts Center.

·Chris Hart would like to put together prevention seminar for merchants.

Identity theft is becoming a big problem.

Car break-ins. Encourage people to not leave purchases, purses and valuables in sight.

·Business Enhancement Program – Sid White is looking for a forum to put on program on marketing, etc.

The City could fund and provide a consultant to come in and sit down with businesses, to develop ways to do better. This program the City could also have a consultant (Joe Huggins) present and a retail seminar on marketing or whatever. Could work in conjunction with the police and pair it with crime prevention. To set up forum, City would need to know who is interested, how many to attend, topic and areas to focus on