



Welcome to the following businesses who have joined our thriving downtown!

Animal Rescue Thrift Store
236 E. Main St.

Brian de Staic Jewelry
34 N. Palm St.
309 E. Main St. (Opening 11-06)
Beautiful Designs of Ireland
— pottery, linen, glass

Camouflage Women's Clothing
248 East Main St.

Chestnut Juice
27 S. Chestnut St.

Coastal Roasting & Fireplace
546 E. Main St.

Danielle Asher
705 E. Main St.

Denise Rincon Skin Care
107 Figueroa St.

Fairfax Beads
467 E. Main St.

Jersey Mike's Subs
377 E. Main St.

Lynda Millar
394 E. Main St.

Mary's Secret Garden Organic Vegan Bistro
100 Fir St.

The Main California Artist Art and Piano Gallery
494 E. Main St.

Pay Day Advance
242 E. Main St.

TLC Housewares
369 E. Main St.

Toscana West
554 E. Main St.

Unlimited Main St. Holdings LLC
632 E. Main St.

Woodbury Street Notions
57 S. Oak St.

Under New Ownership

Café Bella
79 S. California St.

Table 13
185 E. Santa Clara St.

Zoey's Café
451 E. Main St.
El Jardin Plaza

Decorate Your Business and Win Big Prizes During the Holidays

Dust off those holiday decorations and spruce up your store windows. The DVO is sponsoring a decorating contest to brighten up downtown for the holiday season. Valuable prizes will be awarded to the three most creative windows.

Judging will take place on December 2. Call 648-7748 for more information.



71 S. Oak St.
P.O. Box 1414
Ventura, CA 93002
www.downtownventura.org

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Downtown Ventura Organization
Newsletter
♦♦♦
Fall 2006

Colorful Sign Beckons Tourists

The City's Design Review Committee and Planning Commission recently approved a single tenant and community identification pole sign to be located at 227 S. California Street.

The sign, proposed by Jeff Becker, will alert passing drivers to Historic Downtown's presence and ask that they "Shop, Surf, Stay."

The sign will be located at the old Carrow's Restaurant property at the end of the northbound U.S. Highway 101 off-ramp.



New 4-Story Building Approved

A proposed project at 60 S. California Street consists of a 27,393-square-foot, four-story commercial block building. The project was approved by the city's Planning Commission on June 20, 2006.

The ground level would have direct

access from California Street with upper floors accessible via a lobby and elevator. A second story pedestrian bridge would connect that floor with the abutting city-owned parking garage.

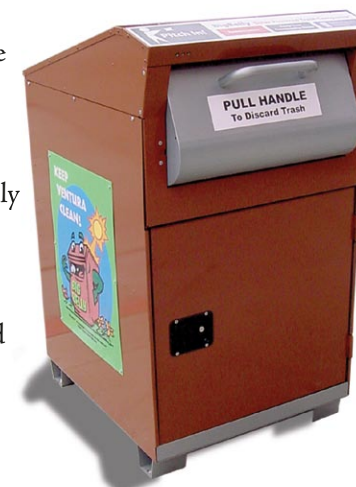
As tenants are not yet identified, each floor plan is open.

Meet Big Belly State-of-the-Art Trash Can is Installed

If you haven't noticed the big brown box at the corner of California & Main, check it out next time you pass. It is the only self-compacting trash can in California, known as Big Belly.

The creator of the concept is James Poss from Needham, Mass., and the story goes that it can actually hold 200 gallons of trash, almost six times what you would normally be able to fit into a traditional city receptacle.

A sensor inside indicates when the solar-powered compactor needs to compact the contents. When indicated, a worker then opens it up to reveal a neat 40-pound, brick of trash, saving the city potentially thousands of dollars in trash collection costs.



The first Clean-up Day was a such a success that another has been planned for Oct. 21.

A Beautiful Downtown Starts With You

The DVO has scheduled its second annual Clean-Up Day for Oct. 21. Bring your gloves and come join in the fun (and hard work). Cleaning supplies will be provided.

Meet at the parking lot behind the Bank of America at 7:30 a.m. Our goal is to have downtown spiffed up by 11 a.m.

It's a great opportunity for youth to earn their community service credits.

For more information about how you can help, call 648-7748.

New Parking Garage Rules to Free Up Lower Spaces

For a number of years, merchants downtown have asked for more available parking for their customers and employees, and the DVO has researched the usage of the structure in this regard. It turns out that a great deal of the first and second floor has spaces taken up by commuters who park there in the early morning hours and don't return until after 5 p.m., rendering those spaces unavailable Monday through Friday for our merchants and their customers.



employees of the downtown. The floors and elevator doors are color-coded yellow (1), red (2), blue (3) and green (4) to help motorists remember where they parked and what the time limits are.

This is just another one in a series of positive changes the DVO is working on. The Design/Operations Team (or DOT) handles the nuts-and-bolts issues that affect our downtown, including security,

lighting, trash, restrooms, streetscape and planters.

Anyone interested in participating in DOT issues should contact Jerry Breiner at jerry.breiner@earthlink.net to be put on the notification email list. The DOT meets at 8:30 a.m. every other Thursday at the DVO office (Police Storefront) on Oak Street.

The DVO, in conjunction with the City of Ventura, had discussions regarding the best possible uses of the structure, and out of those discussions came a four-hour time limit on the lower two floors.

The changes will still allow commuter parking, but on the top floors only, as the lower floors will be used for customers and

DVO Hopes to Hire Full-Time Manager

Over the past year, DVO board members, led by the group's Organization Committee, have been setting in place the group's infrastructure, launching the Web site www.downtownventura.org, forming the corporation and 501 (c) (3) non-profit status and creating vision and mission statements.

The Finance Committee, a subcommittee of the Organization Committee, has been busy finalizing a three-year conceptual budget for the DVO. The budget will be part of an application to the City of Ventura for start-up funding that will enable the organization to hire a full-time program manager. A job description has been drafted and donated office space at the Downtown Police storefront has been secured.

Acting as the Economic Restructuring Committee, the Finance committee is working with the city to develop and implement a retail strategy for the downtown. A report by the former executive director of the National Main-street Organization, commissioned by the city, has just been released. If you'd like a copy of the draft strategy, contact Finance Committee Chairman Greg Smith at 648-3363. Details about the retail strategy will appear in the next issue of the On Main newsletter.

Anyone interested in being a part of the Organization Committee should email Jason Collis at jasoncollis@yahoo.com or drop by Jonathan's at Peirano's at 204 E. Main St.

Customer Service Always a Priority

In August Wendy Gillett of Caliluna Consulting provided a series of seminars titled "Committed to Customer Service" to the businesses of our city. More than 100 people registered for the seminars.

"Everyone really embraced what we were trying to do and it paid off, both for the attendees and for the city," Gillett said. "We want tourists and locals alike to know that in Ventura the customer counts and we treat you like a guest."

The seminars taught everyone from restaurant employees to boutique owners how to keep those customers coming back and the participants who

completed the series received a "Commitment to Customer Service" decal for their store window. Because of the support and excitement for the project, Gillett says she looks forward to doing this again.

In addition to working on customer service issues, the DVO Marketing Committee created and placed stand-up signs at bus stops during the Ventura County Fair to draw fair-goers to downtown. The signs advertised the many fine restaurants, shops and galleries found in the area.

Please contact Seana Weaver at 648-7748 to volunteer for the Marketing Committee.

◆ Downtown Ventura Organization

Meetings every other Tuesday
Sept. 26, Oct. 10, 24, Nov. 7, 21
8-9:30 a.m.

Police Storefront on Oak St.
(805) 648-3008

Everyone welcome to attend.

◆ Take a Hike

Now through Dec. 6 • 6:45 p.m.
Meet at the fountain at 211 Main St.
(805) 701-2466

Most Wednesdays you can grab your sneakers and join Sierra Club members on a free 5.5-mile "Urban Night Hike"

◆ Erle Stanley Gardner Ventura Mystery Festival

Sept. 21-24

Ongoing Thursday - Sunday,
Various hours
(805) 648-2075



◆ A Conspiracy of the Arts!

Sept. 21-24

Ventura's artists celebrate our city's most famous lawyer and author of the Perry Mason detective series!
www.venturamysteryfestival.com or
(805) 654-7830

◆ Autumn Fest in the Park

Sept. 23 • 10 a.m.-4 p.m.

Plaza Park, Santa Clara & Chestnut
(805) 654-7830 • Free Admission
Celebrate the beginning of autumn in Ventura's Downtown Cultural District



◆ 3-D Ventura

Sept. 25-Oct. 8

Various venues in Downtown Ventura
(805) 648-2075
Free Admission
Ventura's Festival Of 3-D Art
Look for postcards and announcements at your favorite Ventura galleries.

◆ Seaside Haunt

Sept. 29-Oct. 3 • 7 p.m. - midnight
Seaside Park (Ventura County Fairgrounds)



10 W. Harbor Blvd.
(805) 275-1033

Ventura County's largest Haunted House attraction is rated No. 1 in Southern California.

◆ Man of La Mancha

Oct. 5-Nov. 29

Rubicon Theatre Company
1006 E. Main St. Downtown
(805) 667-2900

◆ 13th Annual Pier Under the Stars

Oct. 7 • 5-9 p.m.

Beachfront Promenade near the Pier
(805) 648-2075, (805) 654-7720
Admission: \$40
A Food & Wine Tasting Benefit for the Ventura Pier.

◆ Seaside Highland Games

Oct. 13-15 • 5-9 p.m.

Seaside Park (Ventura County Fairgrounds)
10 W. Harbor Blvd.
(818) 886-4968

Admission: Adults \$14, Seniors (62+) & Military \$12, Children \$3, Whisky Tasting \$25, Scottish Evening: \$30

◆ Family Time at the Ventura County Museum of History & Art

100 East Main St. in Downtown Ventura.
(805) 653-0323

Oct. 16, 1:30-3 p.m.: "Make Your Own Animal Print Book"
Nov. 20, 1:30-3 p.m.: "Stencil Paint Fabulous Flags"

Dec. 18: "Nature Print Holiday Cards"
Enjoy hands-on activities in the Museum Courtyard and the Chumash Discovery Center.

◆ Fall Home & Garden Show

October 20-22

Fri. 12-7 p.m., Sat. 10 a.m.-7 p.m.,
Sun 10 a.m.-6 p.m.

Seaside Park (Ventura County Fairgrounds)
10 W. Harbor Blvd.
(805) 648-3376

Demos, exhibits, prizes, home improvements

◆ Downtown Clean-up

Oct. 21 • 7-10 a.m.

Downtown Ventura Organization
(805) 648-3008

Volunteer to help clean up downtown. Come to the parking lot behind the Bank of America for cleaning supplies and assignments.

◆ 6th Annual Day of The Dead Celebration

Oct. 28 • 12-3 p.m.

Ventura County Museum of History & Art
100 E. Main St.
(805) 653-0323
Free Admission



◆ Harvest ArtWalk

Nov. 4 • 3-9 p.m.

Downtown Ventura
(805) 648-2075
Free Admission

Take a strolling tour of the best of Ventura's art, dining and shopping.

◆ Coffee House Concert for Kids

Nov. 5, 2006 • 6 p.m.

An Arts Explosion Event
Celtic Carma at the Livery,
34 North Palm
(805) 653-6100
Free Admission

Camerata Pacifica musicians perform pieces with audience participation.