

DOWNTOWN VENTURA PARTNERS



Minutes of Board of Directors' Meeting September 9, 2009 Watermark Restaurant

DVO Directors present: Chairman Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner, and directors Jennifer Livia, Jim Rice, Lucas Johnston, Zoe Taylor, Doug Wood, Maria Fiore, Christy Weir, Clarey Rudd and Seana Marie (absent: Jason Collis, Jim Lutjohann, Treasurer Greg Smith, and Thom Wood)

DVP Directors present: Chairman Dave Armstrong, Vice Chair David Comden, Secretary Jerry Breiner and directors Mark Hartley, Cheryl Heitmann, Mike Merewether, Jeff Smith, Jeff Becker and Ed Warren (absent: Treasurer Greg Smith)

Other attendees: Executive Director Rob Edwards, Marni Brook, Sid White, David Wilson (VPD), Angie Hecht.

The meeting was called to order at 8:35 a.m. by Chair Armstrong.

Introductions – Dave asked the members of the public to introduce themselves and their affiliations.

Approval of previous board minutes – A motion was made to approve the previous DVO board minutes. Seconded and approved. A motion was made to approve the previous DVP board minutes. Seconded and approved.

Old Business | Executive Committee Report | David Comden – David reported that the executive committee met last week at our new offices at 374 Poli, working on clarification of contract and schedule notes as well as expectations for Rob. We plan to hold bi-weekly update meetings and Rob will be updating his task list on our google.doc pages so the executive committee can be updated at any time.

Committee Reports

- **Economic Restructuring Committee | Dave Armstrong and Jim Rice** – Dave noted that the committee worked diligently on the idea of writing a letter to the property owners of the current Nicholby's location at the corner of Main and Oak – presented to the Board's this morning - in regards to impending lease action for Goodwill Industries. The meeting was heated at times, with members of the public expressing outrage that DVO would not do anything about this. Dave said he, and other members of the committee, made it clear to one individual in particular that we have gone out of our way to make it clear to the landlord that his intended use does not work with the approved Retail Strategy nor the Downtown Specific Plan. Another thrift store at that location was felt to not meet any of the Retail Strategy's goals, as a matter of fact meets the opposite of those goals. In addition, parking, loading and trash issues would escalate at that corner if this intended use is approved by the landlords and the City. The committee agreed by consensus that it wants to urge the owners to reconsider this decision. Discussion. It was then moved and seconded that the proposed verbiage Dave brought forth be incorporated in to a letter to send to the property owners, discouraging the intended use and encouraging uses that reflect and honor the City Council-approved Retail Strategy. The DVO board voted unanimously in favor. It was then moved and seconded by the DVP board and also voted to approve unanimously. Dave went on to say that the Broker open is still scheduled for October 5th at 60 S California @ 4:00pm. This invite will go out to a newly constituted email list of 160 brokers and owners in the area for attendance. There is more marketing available this time, and proof that it is working is evident in the number of new office users looking at Downtown as a destination. Jim reported that the Restaurant Committee has two new training sessions coming up, one on responsible serving, the other on security issues. Jim has also met with the City-wide Alcohol Collaborative.

- **Design Committee | Lori Moll** – Lori brought forth some budgeting ideas to the boards for consideration. These are holiday 2009 recommendations. She said she has met with an electrician to get installation prices on installing and de-installing lights and wreaths downtown. We discussed concepts and budget items, including timing of installation of items and scheduling of various holiday events. Long discussion. Questions that came up included: would the hardware remain for re-installation in the future? David suggested we move forward with a limited budget, to get the ground work started, finding out who is interested in participating in this gesture from a merchant/tenant standpoint. Currently, \$10,000 is allocated for the holiday décor, but we need a clear set of priorities to determine what we have to work with. Dave noted this is a multi-year plan, not just for this year, and as great as it might be to do all of the things Lori brought forth, it doesn't make sense to not do a great job with less the first year and build on that for subsequent years. It is important for DVP to show the property owners in the district we know how to use and manage funds over time. Jim Rice asked what our best case scenario might be. Mark suggested that having weekend music and perhaps the garland/wreath across California would be great for starters. It would help define "downtown" when a visitor is coming in to town. It was agreed that the Board needs to give some direction to Design about the proposed boundaries of where we will put décor, and it should be a more fair distribution, as opposed to a concentrated on in the core. DVP represents all the owners in the district, and the district needs to see results ALL over the district. To that end, a motion was made to outreach for lighting expenditure donations to the merchants and tenants on the 7 blocks of Main Street, from the Mission to the corner of Ash and Main as well as all three blocks of South California, to focus on the three weekends of entertainment and to look in to the installation of at least one additional pole for swag purposes across California. Motion was seconded. Discussion followed on Design's priorities, which were determined to be talent and wreaths, followed by light installation buy-in. DVO board voted, passed unanimously. DVP board voted, passed unanimously. Jeff Becker made mention of the fact that he might offer the lower part of his sign at California @ 101 for the holiday season.
- **Organization Committee | Lucas Johnston** – Lucas reported that the committee met last week with Rob as chair. The candidate forum went off quite well, with more than expected attendance and participation. Lucas thanked Jerry, Rob and Doug for their help in putting it together with him. The next meeting in the business seminar series will be on "The ABCs of Surviving the 4th Quarter" location TBD. The next Third Thursday will take place at 71 Palm on the 17th of this month. Last months Third Thursday was the best attended thus far, at Zoey's in mid 400 block. Steve Hoganson hosted it, and he and Michele Olsen have been asked to fill board vacancies. It was moved, seconded and approved that Steve and Michele are our two newest board members. The potential vacancy of another board location, due to one board members failure to meet attendance guidelines set forth in the bylaws, was discussed. David, Dave and the Smiths will speak with that board member to ascertain the true nature of the absences and get a complete answer before the board votes in a new member. The discussion on this shall take place at the next board meeting, after they have had a chance to discuss this with him. Ed asked where the newsletter was, and in discussion Rob said he would give Marie a deadline of Friday to complete it.
- **Promotions Committee | David Comden** – Dave reported he met with the Design committee last week and hammered out some ideas, mainly budgetary ones, for the holidays. He will be working with his committee on co-oping ads for the season. The vote on DVP sponsorship of the ArtWalk, due in the Spring, will be table to next board meeting.
- **DOT – DAT - SSTF | Jerry Breiner** – Jerry noted that he and Zoe, along with Ken Corney and Mark Stadler of VPD, are working on the letter to Rick Cole, regarding vagrancy in the downtown.

DVP Board Votes | ED employment agreement – Dave brought forth the Executive Director employment agreement final draft, noting that last minute comments and suggestions from various board members can be addressed in the Bylaws and thru policies, outside of the agreement. Cheryl noted that employment agreements need to be covered in a closed DVP session, and so the vote was tabled to be reagendaized for vote and public comment for the next board meeting, after which the chair shall report out to the secretary the results of the meeting in open session. Discussion then followed on political action committee work and participation by Rob in the Chamber PAC. To summarize the discussion, there was/is concern that representation by Rob on the PAC might appear to be a DVO or DVP endorsement of topics that he comments on. The consensus of both boards, after the discussion, is that as long as Rob acts and participates as an individual, NOT A REPRESENTATIVE OF EITHER DVO or DVP, then there is no conflict of interest to deal with. Our conflict of interest policy, once complete in the DVP bylaws, will handle this situation. Dave thanked Cheryl for her insight and experience in this and related matters.

Executive Director's Report | Rob Edwards – Rob reported that the opening reception for the California Downtown Association conference, being held in Ventura end of the month, will take place 9/23 at 6:00 @ Candlelight. All board members should try to attend this most important first event. Rob reported that the

forum was a success by all account, and Dave thanked Lucas, Rob, Doug and Jerry for their assistance at pulling it off without a hitch. There were lots of new faces, lots of input and a raising of DVOs profile. CAPS will rebroadcast the event the next week. All responses are posted to our website. Finally, Rob is working diligently on the installation of an additional pole across from the Visitors Bureau location.

New Business – Dave announce that Design Review will be looking at new developments tonite. Christy made note that Measure A, if passed, will benefit downtown in terms of more money for foot patrols. It will need 50+% to pass, not a super majority like the ill-fated P6 measure 2 years ago. We should be able to see tangible results quickly, and though it sunsets in 4 years without renewal, the idea of bringing in much needed police presences is a must for downtown. With the state taking 80% of our sales tax a present, most of our gas taxes and \$2M in property taxes (currently: that will go up), is it vital we keep a lid on how our police power is used – this sales tax measure can go a long way to remedy that in the short turn. Discussion.

Public Comments – None

Meeting adjourned at 10:45 a.m. | Respectfully submitted, Jerry Breiner – secretary, 2009-2010