



Board of Directors Meeting

Thursday, October 14, 2021 – 2 p.m. via Zoom

Present: Steve Huber, Ozzie Lopez, Kim Recharte, Vyto Adomaitis, Gary Blum, Clayton Coates, Luis Hernandez, Tiffany Lopez, Matt Mansi, and Magda Weydt.

Staff/Others: Abel Magana; Yesenia Morett. Emilio Ramirez, City of Oxnard Housing Director; Rosie Ornelas, City of Oxnard Economic Development Manager.

DRAFT MINUTES:

ITEM	DISCUSSION & ACTIONS
1. Call to Order	Chairman Steve Huber called the meeting to order at 2:01 p.m.
2. Public Comments, City updates	Steve called for public comments. Tess Zufolo of Open Door Studio extended invitation to their exhibits hosting until end of month.
3. Minutes of Sept. 9, 2021 meeting	ACTION: Ozzie moved to approve, as presented. Seconded by Vyto. Minutes approved unanimously.
4. Executive Committee a. Financial Report ending Sept. 30, 2021 b. ED Evaluation Task Force c. 2022 Board Elections d. Budget Planning e. Administrative Updates	a. Steve gave a brief summary of the report format. He stated that by November annual meeting, DOIA committees will need to present their new budgets. b. Steve stated, executive committee has formed an evaluation task force. Kim is doing background work – will decide if self-evaluation will be included and the format. Evaluation to be done by Steve, Vyto, Kim and Gary by 11/30/21. c. Steve covered the instructions about the board election process and nomination forms following the bylaws. d. Per Abel, will be meeting with Kim on 10/18/21 to go over line item budgets that will then be presented to the Executive Board, then at the full board meeting on 11/10/21. e. Abel has hired an administrator. Steve states office relocation has been delayed due to the leveling floor of the church hall.
5. District Identity a. Branding Project b. Visitor Guide Ad c. Sponsorship d. Placemaking Updates e. Social Media & Website	a. Gary said the committee is deciding between two graphic designers to create a new logo. b. Gary screen shared the new ad that will go into the updated Visitors' Guide. The image shows nighttime outdoor dining. c. Gary reported meeting with Open Door Studios and OPAC on a Day of the Dead event. A \$500 sponsorship to the OPAC was approved. He added that he has submitted a permit application for a themed first Thursdays food trucks event but it is pending City approval. Vyto said City staff is monitoring COVID situation for guidance on public events. d. Gary- temporary project of 3 panel mural under 3 rd St. to be replaced, design concepts are pending, will update at next

	<p>meeting. Project is in the budget. Gary added there is more that can be done for Holidays. Abel and he met with the décor vendor, a budget will be presented. The Downtowners are waiting on TUP for Christmas Parade. He is consulting with other cities on their COVID protocols. The Holly Trolley tours cost has gone up but potentially getting a Visitors Bureau to underwrite the event sponsorship.</p> <p>e. Social media posts have leveled off. More video and creative content being developed.</p>
<p>6. Civil Sidewalks</p> <p>a. District Maintenance Services</p> <p>b. District Safety Report</p>	<p>a. Ozzie said the committee had a productive meeting and came up with a plan to maintain trash enclosures. Nick reported to the committee. Things are improving. Power washing is important. A merchants' flyer is being printed. Gary is in charge of watering the planters. Gary added that he redid 11 pots around Plaza Park and will continue to maintain all planters through end of year.</p> <p>b. Ozzie went over Officer Browns report, stated improvement in safety report numbers. Crime is low. Ozzie added that he'd like to see funds for clean and safe grow. Steve pointed to Grants Task Force report in the minutes.</p>
<p>7. Land Use</p>	<p>a. Matt reported that the previously discussed developers fair is realistically being targeted for next summer, when things warm up and we're fully past COVID hopefully. It will be an opportunity to show potential investors what's happening downtown. Lots of projects in pipeline.</p>
<p>8. Board Comments /Items for future agenda</p>	<p>Gary mentioned he was elected chair for the Downtown Design Review Committee. It has not met in over a year. It will be interesting how that body works within the development process.</p>
<p>9. Next Meeting Date scheduled for November 10, 2021, 2 p.m.</p>	
<p>10. Meeting was adjourned at 3:00 p.m.</p>	

Minutes taken by Yesenia Morett, Abel Magana