



**Board of Directors Meeting #5**

**Thursday, August 12<sup>th</sup>, 2021, 2 p.m./ Meeting via Zoom**

Present: Steve Huber, Kim Recharte, Vyto Adomaitis, Ozzie Lopez, Lorenzo Castillo, Luis Hernandez, Clayton Coates, Matt Mansi, Alfredo Plascencia, Gary Blum.

Absent: Ricardo Torres, Rob Devericks, Tiffany Lopez, Magda Weydt, Michelle Kenney

Guests: Rosie Ornelas (Economic Development), Michelle Flippo (Visit Oxnard)

Staff: Abel Magana, Marco Li Mandri, /New City America (Consultant to the City Manager)

**DRAFT MINUTES:**

Item	Discussion	Action Taken?
<b>1. Call to Order/ Introductions/ Announcements</b>	Steve Huber, President, called the meeting to order at 2:04 pm time quorum was met. Vyto reported he received a memo regarding the results of an inspection on Heritage Square properties. Deficiencies have been identified and timeline for repairs is to be determined.	No action taken
<b>2. Public Comment</b>	Steve called for any public comments. None were heard.	
<b>3. Approval of July 8<sup>th</sup>, 2021 Board Minutes</b>	The minutes were reviewed. Steve asked if the “interim” label still applies to the Board. Marco said it should now be simply identified as the Board.	Matt moved and Vyto seconded approval of the minutes. Ozzie abstained. The minutes were approved.
<b>4. Committee Reports:</b>  <b>Executive Committee</b> <b>a. Bank Signatory</b>  <b>b. 501c3 status</b>  <b>c. Financial Report for Period End July 31, 2021</b>  <b>d. Executive Director – FY End Review</b>  <b>e. Board Member Participation</b>	<u>Executive Committee</u>  a. Steve reported the bank account has been established. Kim and himself are signers. Kim suggested other officers should be on the account for convenience. Marco said the Bylaws state all officers are qualified to be signers.  b. Abel reported the IRS approval of nonprofit charitable status, making DOIA eligible for tax-deductible donations and to apply for grants.  c. Abel stated that all assessment funds for the fiscal year have been received. ODMD carryover accounted for the expenses paid prior to establishing DOIA bank account. Activity was mostly ordinary operations plus the new marketing contract. Marco asked if \$40K was set aside for reserve. Abel pointed to the projected bottom line “net income,” which included the \$40K. Marco suggested it be listed as a separate Admin budget line.	a. Steve moved and Ozzie seconded to add Vyto and Ozzie to the account signatory. Motion passed unanimously.  b. No action. c. No action. d. No action taken e. No action taken f. No action taken. g. No action taken h. No action taken

<p><b>f. Support Staff recruitment</b></p> <p><b>g. Status of office move</b></p> <p><b>h. Next meeting</b></p>	<p>d. Steve stated that the Committee is preparing a process to evaluate the ED. They are checking other PBIDs for samples to set up a fair process and clear goals. The review will be in late Oct/early Nov. Ozzie suggested that since the 501c3 and bank was finalized, an employment agreement with Abel should be executed. Marco said Abel's agreement with ODMD could be applied to the current position. The job description used would be relevant, pending any changes as determined by the Executive Committee.</p> <p>e. Steve thanked Board members for serving. Abel confirmed that each volunteered for at least one committee. Marco asked about attendance. Abel shared a spreadsheet showing Ricardo Torres and Rob Devericks have missed multiple meetings. Abel said Rob apologized for his absences and stated his desire to be involved. He had not spoken with Ricardo. Vyto cited the bylaws regarding unexcused absence. Ozzie said bylaws should be followed.</p> <p>f. Steve said Abel is presently working solo. Support staff recruitment is underway. Abel added that along with the administrative competencies, the job requires someone passionate about downtown and outgoing to engage members.</p> <p>g. Steve referenced Vyto's earlier comments about the move. Vyto added he will push as hard as he can to expedite the move.</p> <p>h. Next Executive meeting is set for Sept. 2<sup>nd</sup></p>	
<p><b>District Identity and Placemaking Committee</b></p> <p><b>a. Website and Social Media Plan</b></p> <p><b>b. Events-status</b></p> <p><b>c. Utility Box Art</b></p> <p><b>d. Sidewalk Planters Renewal</b></p> <p><b>e. Next Meeting: Wednesday, Aug 25<sup>th</sup> at 2:00 p.m.</b></p>	<p><u>District Identity and Placemaking Committee</u></p> <p>a. Gary said the Downtowners contracted with Searle Creative to do an in-depth website review. About a dozen items were identified. Findings were forwarded to the developer for action. They have tripled the number of weekly social media posts. Posting daily with a focus on food, history, experiences. Using Abel's business database to engage merchants who are on social.</p> <p>b. Gary reported that events on public property are on hold again. Vyto added that Fiestas Patrias TUP was denied due to COVID restrictions. The City continues to monitor the situation. Smaller events on private property can still happen. Gary is surveying other communities about their events plans.</p> <p>c. A new utility box mural was completed at C &amp; 5<sup>th</sup>. We will be doing a photo inventory of all the boxes. One box on the Boulevard does need to be redone due to graffiti.</p>	<p><u>District Identity Committee</u></p> <p>a. No action taken</p> <p>b. No action taken</p> <p>c. No action taken</p> <p>d. No action taken</p> <p>e. No action taken</p>
<p><b>Civil Sidewalks Committee</b></p>	<p>d. The Downtowners had an interim agreement to restore the sidewalk planters to an acceptable condition, and create more</p>	

<p><b>a. Review of District Maintenance Services at upcoming meeting-to be determined</b></p> <p><b>Land Use Committee</b></p>	<p>visual interest around Plaza Park. Once completed, the new cleaning vendor will take over watering and routine care.</p> <p>e. The next meeting is scheduled for Wed., Aug. 25<sup>th</sup> at 2 p.m. Gary added he plans to survey Board members on their interests.</p> <p><u>Civil Sidewalks Committee</u></p> <p>a. Ozzie reported the meeting was well attended. The committee advised the contractor on the need for improvements. The issue of cleaning trash enclosures was a big topic. One estimate is may cost up to \$36k to routine clean. There will be a follow-up to find a resolution. Ozzie said he has seen improvement from District Maintenance Service but more is needed.</p> <p>b. Next meeting is Sept. 1<sup>st</sup> at 11 a.m. at Casa Lopez</p> <p>The Land Use Committee did not meet and there was no report but Steve noted it should be a standing on item on agendas.</p>	<p><u>Civil Sidewalks Committee</u></p> <p>a. No action taken b. No action taken</p>
<p><b>5. Board Comments/ Future Agenda Items</b></p>	<p>Gary asked whether the Board needed to “sanction committee members” and whether the committees should consist of solely Board members. Marco stated that since the budget is set the committee’s responsibility is to monitor the activities and not taking actions.</p>	<p>No action taken</p>
<p><b>6. Next Meeting</b></p>	<p>The next meeting of the Board of Directors will be held via Zoom on Thursday, September 9<sup>th</sup>, at 2:00 p.m. A Zoom link will be sent out.</p>	
<p><b>7. Adjournment</b></p>	<p>Meeting was adjourned at 2:49 p.m.</p>	

Minutes taken by Abel Magana