



Minutes
Oxnard Downtown Management District
Regular Meeting
October 28, 2020

1. Call to Order

- a. Chairman Ozzie Lopez called meeting to order at 5:32 p.m.
- b. Directors present: Kim Recharte, Angelique Estrada, Lorenzo Castillo, Tiffany Lopez and Alfredo Plascencia. Quorum met
- c. City: Rosie Ornelas, Economic Development Manager, Ashley Golden, Assistant City Manager, Marco LiMandri, New City America, Senior Officer Jamie Brown. Staff: Abel Magana, Amber Garcia, and Hector Diaz, PSC Post Commander.

2. Public Comments

Carolyn Mullin, Director of the Oxnard Performing Art Center- This Sunday Nov. 1 we will be having a Dia De Los Muertos event. Looking for support for this event, either advertising or sponsoring this event, anything is appreciated.

3. Report on the Downtown Oxnard Improvement Association

Marco LiMandri- As previously stated the City Manager, Alex Nguyen set up a task force to form a charitable 501C3 Organization to become the Oxnard Downtown Improvement Association open to this current board. The taskforce has reviewed and approved the new bylaws for the new organization, we sent over the bylaws to your full board in September and now ask this board to receive and file.

- Motion to receive and file the Oxnard Downtown Improvement Association bylaws made by O. Lopez and seconded by T. Lopez, Recharte abstained, motion passed.

The task force issued an RFP for the Clean and Safe program and received two responses. The companies will be interviewed by the Task Force within the next two weeks. Interviews of the candidates for the Admin RFP will follow. Once all interviews are complete the task force will make a recommendation to the ODMD and report to the City Manager. The finalization will most likely take place in December, where in early January the task force will present an update report to the City Council and City Manager on the progress and its findings.

4. Approval of Minutes of Regular Meeting on September 23, 2020

Motion to approve the Minutes of September 23, 2020 made by O. Lopez and seconded by Estrada. Plascencia abstained. Motion passed.

5. Treasurer's Report for the period ending September 30, 2020

Motion to receive and file the report made by Recharte, seconded by Estrada. Motion passed

6. City Report

Ornelas- We continue to stay in the Red tier and looks like we will be in the Red for the next couple of weeks. We are meeting with the Housing and Economic Development Committee and City Council in November to get the authorization on the negotiation of the Successor agency owned parcels in the Meta District. We are moving forward with the demo of the old laundromat but will have more information to provide you with next month.

7. Committee & Staff Reports:

- a. **Clean & Safe: Officer Brown-** Officer Alma Romero and I are the only officers assigned to the Downtown, but we are using the settlement funds for the overtime every Friday, 6-8 hours. Our schedule is set for day shifts and have notice an increase in activity during the night so we try to do two night shifts a month. Our focus areas have stayed the same, Plaza Park and the Oxnard Transit Center. An increase in transients have been noted, some coming from LA and others from out of state. We continue to cite the vagrants hanging out at Plaza Park after dark, drinking and smoking. Roof top burglaries are becoming a small trend, officer Romero and I will be switching our shifts around to be able to take some night shifts because of this. **Hector Diaz PSC-** With the new vagrants this month has been more active and we have stayed busy control situations and assisting OPD. Graffiti is on the rise, today we got hit with 24 tags in the Boulevard, and reported to 311. The response to graffiti clean ups has slowed down because only two employees are in charge for the City. In response to tracking down

the taggers we contact merchants for surveillance videos to gather information to forward to OPD and they in turn forward it to their graffiti detective.

- b. **Identity & Placemaking, Angelique Estrada-** At our October 7 meeting we discussed the purchase of our new holiday garland décor, the new look to go up mid-November for our district. Proposed bringing the Christmas Holiday Décor Contest back, encouraging the merchants to get involved and maybe have the Board as for donations for the prizes. Gary Blum presented a few ideas for the holidays but a finalized proposal has not been presented by the Downtowners yet. One idea was for a virtual parade with decorated floats around Plaza Park and have cars drive by and have it lead to fifth street's Candy Cane Lane. Another concept was having light animations projected on the Carnegie Museum or Social Security Building. The website was supposed to be ready to present today but unfortunately still needs more time to be worked on to get the right look, planning for next month to be ready. Planter Program has not been active since it first was introduced but we hope the merchants will get involve to sponsor a sidewalk planter and help fund the beautification of them. The Tamale festival is happening a little different this year, four restaurants are participating for the month of November in Tamale Thursdays. The event will be ticketed and advertised as Tamale Festival To- Go, Casa Lopez will participate Nov. 12.
- c. **Organization/ Executive Director-** The director reported that the Trashcan Refurbishment project is about 30% complete and lids are being secured to the cans to avoid people removing them. After two months of being out of commission the Golf Cart is back in use freshly repaired. The website continues to be under construction, the technical back end of the website it is ready but waiting for the front presentation, should be completed by next board meeting. The parks department took out a tree by the 3rd Street bridge and from the woodchips provided from it we are filling in the planter beds around Plaza Park and all of A Street. Applied for a State Fund grant for \$4,600 of COVID-19 PPE for Clean Team and waiting to hear back. Relaunched our Dining & Entertainment e-newsletter, our stats show we received 33% opens and 4.2% click through rate on external links. Our annual Haunt in the Park event is cancelled due to COVID restrictions. With the Port Hueneme grant funds rewarded to The Disable Veterans Association, they were able to complete the landscape upgrades to the Veterans Memorial. Provided board with a list of 25 available commercial properties in the downtown.

8. **Board Comments**

Recharte- Excited for the new restaurants coming in to the downtown and for the new website, thank you to everyone.

Estrada- Thank you to everyone for showing up and all your efforts, really appreciate everyone's work.

Alfredo- Thank you everyone for work, great job.

O. Lopez- Thank you to Abel and Amber and everyone on the board for their work. Not sure what the future holds for us in the new organization but we have a little bit of respect from the new organization coming in so thanks to Angelique and her comments to the taskforce. Look forward to seeing everyone in November's meeting.

9. **Adjournment**

Motion to adjourn meeting at 7:03 PM made by O. Lopez, seconded by Estrada, Motion Passed.