



## Minutes

### Oxnard Downtown Management District Regular Meeting January 27, 2021

Pursuant to CA Executive Order N-33-20, this meeting was held via remote Conference-Zoom

1. **Call to Order**
  - a. Chairman Ozzie Lopez called the meeting to order at 5:30 p.m.
  - b. Directors present: Kim Recharte, Angelique Estrada, Alfredo Plascencia, Lorenzo Castillo. Quorum met. Tiffany Lopez (Joined at 6:05pm)
  - c. City: Rosie Ornelas, Economic Development Manager, and Senior Officer Jamie Brown. Staff: Abel Magana, Amber Garcia, and Hector Diaz, PSC Post Commander.
2. **Public Comments**

None.
3. **Approval of Minutes of Regular Meeting on November 18, 2020**

Motion to approve the minutes of Regular Meeting on November 18, 2020 made by O. Lopez and Seconded by Estrada. Motion Passed.
4. **Treasurer's Report for the period ending December 31, 2020**

Motion to receive and file the report made by Recharte seconded by Estrada. Vote 4 to 1, Motion passed.
5. **Amendment to the Bylaws of the ODDM**

Motion to approve First Reading of Amendment to the Bylaws of the Oxnard Downtown Management District, Article IV, Section 2, as presented made by O. Lopez and Seconded by Estrada. Motion Passed.
6. **City Reports- Rosie Ornelas**
  - a. **Community Development-** Submissions for cannabis retail application closed on January 7<sup>th</sup>, we received 51 applicants. HDL our consultant company is currently going through the applications and the goal is to through all by the 2<sup>nd</sup> week in February. Their goal is to select the final licenses by March 1<sup>st</sup>, 13 retail licenses plus 3 local equity applicants. We received another application for apartments over at 6<sup>th</sup> and C St, three buildings with 18 units and four stories The governor lifted the stay at home order, we are still in the purple tier but restaurants can now operate outdoors, nail and hair salons can operate indoors. Round two of the California Relief grant is opening next week. For everyone who applied for round one and didn't get selected are automatically entered for round 2. We are working with Economic Development Collaborative on a combination grant and loan program through the city for small businesses. We are partnering with the Chamber and Oxnard College with our new Employee Pipeline Program for the workforce. Oxnard College is offering three courses that will help improve their job readiness skills and once complete they are guaranteed interviews with local businesses.
  - b. **Status of 2<sup>nd</sup> Street Navigation Center-** The navigation center is fully entitled and pending council action on the final documents, it will take place in March.
7. **Committee & Staff Reports:**
  - a. **Clean & Safe: Officer Brown-** December was a good month for downtown, the downtown holiday decorations were beautiful and were mostly respected by the public with little vandalism. Officer Romero has moved on the swat team, we have a new officer for the district, Officer Coronel. The reoccurring issue we've been having with the homeless is loitering, but we are working with PSC to control the issue. The OTC continues to be a hot spot for loitering, homeless using restrooms to shower so we make daily rounds there. Thank you to Brian Yanez for ordering and installing the no trespassing signs all around the OTC, this will help us enforce the no loitering and cite those noncompliant. **Hector Diaz PSC-** Continuing with what Officer Brown said, this holiday season Plaza Park endured little vandalism compared to previous years. Businesses like Tacos La Bonita and Tacos El Diablo are doing well to bring their customers to the park to enjoy their meal and in turn deter the homeless from the park. The Social Security building has been one of our hot spots for the homeless along with the Carnegie. Despite that because of the great communication and team work from the Clean Team and PD we are handling the situations as the occur.

- b. Identity & Placemaking-** Estrada- In December the Board decided we were going to support DOMA with funds for 2020's holiday décor. Thank you to Gary Blum for organizing it all, it was beautifully lit which also helped customers grabbing dinner to-go from nearby businesses to eat there. Gary Blum- Thank you to Abel who was involved in getting us the best prices for certain aspects of the décor. We did an online donation campaign on Facebook set up by Magda, one of our board member from Fresh and Fabulous. Together with donations from Facebook, Mechanics Bank, and personal donations we were able to receive most of the funds we needed. The Hope sign met all of our expectations and got us the cover of the VC Reporter. In addition to having the ficus tree lit up, we also added lights at the Veteran's Memorial. The last decoration added was the 2021 sign put up at the Carnegie and the 23 second video we did for it revived over 15,000 views helping downtown receive some exposure.
  - c. Organization/ Executive Director-** During the holidays our social media focused on the shop small eat local and downtown placemaking. The holiday promotional media filmed by professionals allowed us to add content to our YouTube account and we will continue to add more content going forward. Thank you to Facilities, Streets Department for fixing all the light pole outlets on A Street and Plaza Park so our décor could be properly lit. We've partnered with Saltwater Software; they will be helping us build a merchant loyalty program. They will be presenting this program at our District Identity Committee meeting, anyone interested can join. Another partnership in the works is with Cal State Channel Islands, they will help us reboot our business attraction program, will meet with them soon. Oxnard college is also among our partnerships helping us with providing media content, this is also in the works and plan to meet soon to get started.
- 8. Board Comments**
- Estrada- Thank you for everyone participating tonight. Looking forward to the new organization.
  - T. Lopez- Thank you for every one's report, apologize for being late and Happy New Year everyone.
  - Castillo- Happy New Year Everyone thanks for everything and stay safe and healthy.
  - Plascencia- Thank you to everyone involved, progress us being made so thank you for all your efforts.
  - Recharte- Happy Holidays everyone and was really happy with how downtown looked for the holidays.
  - O. Lopez- Thank you all for coming to our first meeting of the new year. Stay safe and sound so we can get out of this together and thank you to everyone whose making Downtown Great.
- 9. Adjournment**
- Motion to adjourn meeting at 7:07 PM made by O. Lopez, seconded by Estrada, Motion Passed.

Minutes compiled by Amber Garcia