



Board of Directors Meeting

Thursday, September 9, 2021 – 2 p.m. via Zoom

Present: Steve Huber, Ozzie Lopez, Kim Recharte, Vyto Adomaitis, Gary Blum, Lorenzo Castillo, Clayton Coates, Tiffany Lopez (joined at 2:11 p.m.), Jordan Marshall, and Magda Weydt.

Staff/Others: Abel Magana; Marco Li Mandri, New City America. 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. None were received. Rosie reported on grants programs offered to merchants, efforts to encourage outdoor dining, and other responses to pandemic.
3. Minutes of Aug. 12, 2021 meeting	ACTION: Ozzie moved to approve, as presented. Seconded by Kim. Minutes approved unanimously.
4. Executive Committee a. Financial Report ending Aug. 31, 2021 b. ED Evaluation Task Force c. 2022 Board Elections d. Administrative Updates	<p>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.</p> <p>b. At year end, the Executive Director will be evaluated. Steve called for volunteers to collaborate on the process. ACTION: Steve appointed Kim, Vyto, and Gary to serve with himself on the Evaluation task force.</p> <p>c. ACTION: Gary volunteered to serve on a Board Elections Task force. Steve will follow up and enlist a property owner to serve along with Gary.</p> <p>d. Steve reported on administrative items: there is an active recruitment for an administrative assistant. Abel has 2 interviews scheduled as well as interest from a former employee. Regarding the office move, Vyto said City staff was seeking ARPA funds to pay for repairs at the Heritage Square buildings. The committee formed a Grants Task Force. Tiffany expressed her interest in working on grants.</p>
5. District Identity a. Branding Project b. Visitor Guide Ad c. Sponsorship d. Placemaking Updates e. Social Media & Website	<p>a. Gary said the committee is deciding between two graphic designers to create a new logo.</p> <p>b. Gary is seeking new photography for the ad. Magda also is donating her available ad space to DOIA.</p> <p>c. Sponsorships are pending the Downtowners getting permits to produce the annual holiday events.</p> <p>d. The committee discussed changing the art under the Third Street Bridge. Potential concepts were considered.</p>

	<p>e. Gary shared social media statistics showing an increase in post reach and user engagement. A video on the latest utility box mural was played. Daily postings are focused on creating professional quality. He gave the example of the most popular post for the month, featuring a district restaurateur.</p>
<p>6. Civil Sidewalks a. District Maintenance Services 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. Staff will also outreach to merchants to get cooperation. Overall cleaning service is improving. Looking forward to working with volunteer groups that Lorenzo is organizing.</p> <p>b. The committee received reports from OPD and District Safety. The contract with PSC is up for renewal. Abel added that the Police Chief told him he will be looking into restoring funding for 24/7 district safety in a future budget. Currently, PSC is staggering shifts and deploying bike patrols to increase visibility and deter crime. Clayton volunteered his resources at the Rescue Mission to help with sidewalk cleaning.</p>
<p>7. Land Use a. Oxnard Transit Center Data b. Developers Fair</p>	<p>a. Jordan said the committee reviewed transit use data. Abel said the committee was focused on assessing opportunities for development around the OTC. MetroLink and Amtrak ridership data is being gathered. Jordan said the group was interested in the grant opportunities and asked Housing Director Emilio Ramirez for help in finding grants to apply for.</p> <p>b. The committee discussed hosting a fair to promote investment in downtown. Abel added that the fair could be late October or early in the first quarter next year and would hopefully be held in person. Jordan said the discussion will continue and the fair would most likely be early in new year.</p>
<p>8. Items for future agenda</p>	<p>Steve recommended coordinating efforts on grants and “community engagement.” Marco added that a Grants Task Force was meeting with County Supervisor Ramirez. Marco also noted the annual meeting needs to be scheduled in November. Since the regular schedule is due to fall on Veteran’s Day, he suggested moving a day earlier.</p> <p>ACTION: Steve moved to set the Annual Meeting for Wed., Nov. 10, at 2 p.m. Seconded by Ozzie. Motion passed unanimously.</p> <p>Marco added that committees need to prepare budgets by annual meeting based on the gross allocations provided. Ozzie suggested a discussion on Board fundraising commitments. Marco suggested that could happen at the annual meeting.</p>
<p>9. Next Meeting Date scheduled for October 14, 2021, 2 p.m.</p>	
<p>10. Meeting was adjourned at 2:46 p.m.</p>	