



AGENDA

Downtown Improvement Task Force
Regular Meeting
Mountain View Conference Room
300 West Third Street, Fourth Floor
Oxnard, CA 93030

Thursday, April 21, 2011
10:00 a.m.

Written materials relating to an item on this agenda that are distributed to the Downtown Improvement Task Force within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection at the Oxnard Downtown Management District, 445 S. B Street, during customary business hours.

A. ROLL CALL/POSTING OF THE AGENDA

B. APPROVAL OF MINUTES

SUBJECT: Approval of the minutes of March 17, 2011 meeting.
Approval of the minutes of February 17, 2011 meeting

C. PUBLIC COMMENTS

At this time the Task Force will consider public comments on matters not appearing on the agenda and within the subject matter jurisdiction of the Task Force. The Task Force cannot enter into a detailed discussion or take any action on items presented during public comments except to refer such items to staff for administrative action or schedule the items on a subsequent agenda for discussion. The presiding officer shall limit public comments to three minutes. Public comment on individual items will be considered when item is discussed.

D. OPEN ISSUES FROM PRIOR MEETINGS

1. Entertainment permitting improvement
2. Events Street Closure Policy

E. REPORTS & NEW DISCUSSION ITEMS

1. Security Issues
2. Code Compliance Issues
3. Business Development Issues
4. Events/Temporary Use Permits
 - (a) Fiestas Patrias
 - (b) Food Trucks event
5. Maintenance Issues
6. Other Issues and Updates

F. ADJOURNMENT

Next meeting May 19, 2011

“In compliance with the Americans and Disabilities Act, if you need special assistance to participate in a meeting, you should contact Christina Aerenlund at 385-7593 or 385-7430. Notification 72 hours prior to the meeting will enable the City to make reasonable accommodations to assure accessibility to the meeting.”



MINUTES

Downtown Improvement Task Force
Regular Meeting
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Oxnard, CA 93030
Thursday, February 17, 2011

I. Call to Order Meeting came to order at 10.04 am.

Present were: Councilman Bryan A. MacDonald, Mayor Pro Tem, Dr. Irene G. Pinkard, Alan Holmberg, Matthew Winegar, Kymberly Horner, Lori Rice, Sergeant Jeff Mathews, Rob Silverstein, Tammy Gutierrez, Commander Tom Chronister, Martin Erickson, Christina Aerenlund, Michelle Kenney, Vince Behrens, Gary Blum, Abel Magana, Yesenia Morett: Public present: Cathy Moreno, Ruth Ballin: Minutes compiled by: Claire Rubenis

II. Roll Call – Both councilmember’s were present.

III. Approval of Minutes.

November 2010 and January 2011 minutes were approved with noted corrections.

MSC (Aerenlund, MacDonald)

IV. Public Comment None

V. Open Issues from Previous Meetings

a. Entertainment Permitting Process Improvements.

- Tammy Gutierrez gave an overview of the Entertainment Permit Fees and discussed the requirements and process changes to date. Handout on fee structure was distributed.
- The goal is to have a streamlined, more business friendly process that could potentially result in cost savings for merchants.
- If the entertainment license was removed citywide, \$33,000 of revenue would be lost.
- Committee discussed that the license is a tax and the permit is a fee. Committee acknowledged the need to have a process that allows entertainment to be regulated. At present an Entertainment License is required to have entertainment regardless of type with only a couple exceptions. If dancing is going to occur then a permit is required.
- More explanation is needed as the fire fees may change depending on certain criteria. Winegar suggested formulating a matrix.
- Thank you to Tammy Gutierrez for her hard work. The issue will go back to sub-committee for the next step.

VI. Security

- Committee discussed the Securitas contract renewal. The contract went out to a competitive bid process late 2010 which Securitas won. They are operating under reduced hours but with more equipment such as PDA’s and will have patrol truck soon.
- Committee discussed the use of security cameras and the potential problems that may arise with privacy issues. P.D. is aware of these issues and use a guiding document to shape polices associated with camera use.

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VII. Code Compliance

- Code compliance has been following up on banner issues. Brooks and team have been equal in their enforcement of the issue including to those that have made reports. Many businesses have received second notices.
- ODMD to host a workshop on 8 March, 2011 with Code Compliance plus P.D. to educate current and future business owners in the CBD area of what is allowed. This workshop will include details on the Façade Improvement Program.

VIII. Business Development

- ODMD has awarded one 6-5-4 grant to The Kitchen. Two other applications have been received.
- The Iron Horse Restaurant that is taking over the Tortugas space will open potentially as early as Monday.
- 5th Street Steakhouse is undergoing an ownership transition.
- ODMD would like to see the Social Security office kept in the downtown. They may be moving to Bank of A Levy annex building. ODMD to keep CDC staff in the loop for developments as Social Security are currently renting space from them.
- Committee discussed having the City publish informational brochures on the counter or outside of the cubicles so the public can gain access to them. These brochures give information on what is required to set up a business in Oxnard and the potential fees. All acknowledge that a person would need to speak to counter staff in order to have a complete and full understanding as each case is different. Pamphlets are available in English and Spanish.

IX. Events

a. Salsa Festival

- Committee Chair Ruth Ballin gave an overview of the festival and the 2011 proposed site plan to gauge feedback about the potential changes. The festival is in its 18th year, it is a free festival that has very low alcohol related incidences in part due to the 7.00 pm close time. Any profits from the festival are reinvested back into DOMA for future events in the downtown.
- A proposed change was to open up the site to make it better for visitors. This will allow families to enjoy food and an alcoholic drink without having to go into a designated cut off area that has split up families in the past. The Strawberry Festival is entirely enclosed so patrons can purchase a drink and then walk around the festival with it. The Salsa Festival is open.
- Officer Cliff Waer was open to the change but wanted feedback from Sergeant Mathews. The change is being discussed early so reactions and concerns can be gauged. Sergeant Mathews voiced concerns that if this change occurs then a larger more visible police presence will be needed. At present P.D. are very low profile. He also saw a potential concern with people drinking with their families.
- Another reason for opening up the area was to decompress the amount of people that are at the festival for safety reasons. The dance floor and stage are low so many people crowd this area to gain visibility. The committee has looked at the cost of raising the stage which is very expensive as are projection screens. The vendors may also be relocated to create a larger space.
- The issues discussed are all valid and will be taken back to the Salsa Committee for further analysis.

b. Gourmet Food Truck Event

- Holmberg does not see any legal conflict with the issue but there is a need to work on the perception. The initial date, time and location are still discussed on at the sub-committee level. Some local restaurateurs are on the sub-committee, most are in favor of the event, however some have expressed concerns about the potential competition that the event may create.

X. Planter Pots / Adopt-a-Pot Program

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Magana gave thanks to Parks and City Corp for their outstanding work on the planter project which is almost complete.

XI. Maintenance

- Magana noted some local merchants have expressed concern over the threat of loose palm fronds falling on people or property. A sandwich board at The Kitchen broke when one fell on it. Rice said that only dead fronds are removed. Many fronds are loose and need an inspection. There is one tree trimmer for the City of Oxnard and he is currently on disability. Parks will look into the issue further.
- Rice advised the committee that in Plaza Park there are many trees that are dead or near the end of their life cycle and must be replaced. Tipu Tipuana trees were discussed as potential replacements. They do not get top heavy. Committee felt that this suggestion was a good idea.

XII. Meeting Procedures

Calendar of Meetings was distributed to the committee via email previous to the meeting and was attached to the meeting packet. No formal action was needed in regards to formal adoption. Meetings will be held on the third Thursday on the month unless otherwise advised for special reasons.

XIII. Other -

- Erickson commented that he had lunch with a former boss from Santa Barbara. The person gave very positive feedback about Oxnard and the changes that have occurred here.
- Magana advised that a reception for the new Arts Impact Director Tracy Hudack will be held between 3-5 pm at the Carnegie Art Museum. All are welcome to attend.

Adjournment – Meeting adjourned at 11.20 a.m.



MINUTES

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Oxnard, CA 93030
Thursday, March 17, 2011

I. Call to Order Meeting came to order at 10.02 am.

Present were: Councilman Bryan A. MacDonald, Alan Holmberg, Matthew Winegar, Sergeant Jeff Mathews, Curtis Cannon, Tammy Gutierrez, Michelle Kenney, Larry McGrath, Roger Brooks, Sue Martin, Gary Blum, Steve Kinney, Josh Walker, Abel Magana Public present: Cathy Moreno, Geri Moreno, Ernest Stein, Neno Spondello, Frances Colomy, Patty Jansen: Minutes compiled by: Claire Rubenis

II. Roll Call – Councilman Bryan A. MacDonald was present, Mayor Pro Tem, Dr. Irene G. Pinkard, was not present. Informational meeting only.

III. Approval of Minutes

As there was no quorum, no action taken on the minutes from the February 17, 2011 meeting.

IV. Public Comment

Public comments were incorporated into the discussion items listed below.

V. Open Issues from Previous Meetings

- Entertainment Permit Process. There is currently no resolution. The issue is ongoing. Subcommittee is due to meet on Tuesday, 22 March to discuss the components in a workshop setting. The updated process is more expensive than the former process. This change went against the original goal of a more user friendly process.
- The Code is currently being reviewed with more updates to come.

VI. Security

- Securitas has taken delivery of a patrol vehicle. Walker said it was like “adding a whole new officer”. The new Visions PDA’s will be fully up and running when the internet is installed shortly.
- Walker distributed the new schedules and contact numbers.

VII. Code Compliance

a. Signs

- G. Moreno felt that the sign requirements were not well explained to her at the City office. Winegar to follow up with the counter staff to ensure complete information is disseminated to people at the counter.

b. Weed abatement issue

- Walker and Code Officers discussed some properties that have long weeds growing on them. Photographs of the problem lots were distributed. Committee was advised that abatement notices were sent last week and that the SUP expires next month. If the properties are not cleaned the City Contractor will come in and clean them. City Corp has taken care of the side walks.
- A vacant lot where transients were sleeping that was discussed at the January, 2011 DITF meeting was bought up again due to the weed issue. It is supposed to be mowed every 90 days. This is not being done. Cannon to look at the contractors and follow up.

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c. Heritage Square Condos Home Owners Association

- The Home Owners Association is now defunct. Home owners are now taking care of the maintenance themselves. The Fire Line is not being taken care of. The Fire Sprinkler connection is in satisfactory standing but committee is not sure who is taking care of it.
- It is likely that several banks own the foreclosed condos. In order to find out which banks own them and to encourage them to take responsibility of the maintenance (which is in their best interest) will likely take some time as a title company will take time to respond to any request for information.
- Committee does not want to see the condominium complex become substandard.

d. Banner Issues

- Brooks advised that he has had 50% compliance on the notices he sent out to date. He is still working on the others.

VIII. Business Development

a. Workshop

- A workshop will be held at the ODMD office Tuesday 22, March with Code, P.D. and Securitas to answer any questions and advise merchants of the requirements and services available to them.
- The goal is to have a dialog going between the merchants and City officials. The meeting will be a Q & A session with refreshments.

b. Façade Program

- Question was raised on the requirements to qualify for the Façade Program - MacDonald suggested Magana, Kinney and Cannon take the discussion off-line as to the policies of the program.
- ODMD would like to host a workshop on the Façade Program with merchants and property owners.

c. BPID Renewal

- The current term expires on June 30, 2011. The renewal campaign has started in earnest. Magana distributed the marketing piece that will be mailed to all property owners next week along with their assessment information and a letter. 51% of property owners have to sign the petition before it goes to a vote for renewal.

IX. Events

S. Martin discussed two TUP applications.

a. Cabrillo Economic Development Corporation's 30th Anniversary Community Event and NeighborWorks Week Celebration

- It will be set up like the Farmers Market. No alcohol will be sold or served. The food booths will be on B Street and non food booths will be on the lawn. The application was from the City draft. It will go out to the various City departments for approval via electronic format.
- Spondello expressed some concern that the parking that is taken away may impact the cinema.

b. Fiestas Patrias

- There has been issues with the festival in the past with noise, garbage and underestimating how many participants will be at the festival. Committee discussed how to address these issues so they do not occur again.
- A suggestion was to have the festival move to a larger location such as College Park. Another suggestion was to compile a letter that details all the non-compliance issues in the past to get confirmation from this years organizers that they issues will not occur again. The application posed two issues already 1. The amount of security officers per the number of participants 2. The two security firms listed on the application do not exist. Martin and Winegar to take the discussion off-line.

X. Other -

- The future of the Redevelopment Agency is being voted on now. Stay tuned to find out more details and

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the results.

- Martin advised that the Downtown Street Closure Policy is still open from October 2010. Please provide feedback to her. More discussion on the issue to come.

Adjournment – Meeting adjourned at 11.00 a.m.

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Downtown District Street Closure Policies

1. Special Events at Plaza Park require approval of a Temporary Use Permit (TUP) application submittal with appropriate fees. The TUP application must be initiated with the Planning Division and processed in accordance with the Plaza Park TUP policies.
2. Any Special Event involving street closures will be reviewed by staff prior to each event, and any concerns or issues from previous such events will be taken into consideration for the current event proposal. Staff may implement necessary adjustments to the proposal to address issues concerning safety and other impacts to the downtown community. Concerns may include (but are not limited to) complaints received in prior years pertaining to noise, traffic, parking, past performance and adherence to City requirements of the applicant/promoter especially with regard to crowd control, excessive number of attendees, and condition of Plaza Park and the downtown area at the conclusion of past events. Also considered will be positive publicity for the City of Oxnard, and potential effects of the event on the downtown community.

Currently, the following events with street closures (in addition to North Fifth Street) are recommended as acceptable:

| | |
|----------|--|
| January | Martin Luther King Day March (1 day) |
| July | Salsa Dash (1 day) |
| July | Salsa Festival (2 day) |
| October | Multi-Cultural Festival (1 day) |
| December | Christmas Parade/Tamale Festival (1 day) |

3. All other street closures associated with Special Events in the downtown district that are not included in the list (above) will require consideration by the Downtown Improvement Task Force before staff may initiate processing the TUP. This includes any new requests for street closures, including North Fifth Street.
4. Any street closure of B Street, between Fourth and Fifth Streets, will require relocation of necessary handicap parking spaces. The location and number of spaces should be pre-determined, if possible.
5. For events in Plaza Park where more than 1,000 daily attendees are anticipated, Police may require closure of B Street, between Fourth and Fifth Streets.