



## AGENDA

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

Thursday, April 19, 2012  
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 February 16, 2012 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. REPORTS & DISCUSSION ITEMS**

1. Security Issues
2. Code Compliance Issues
3. Business Development
  - (a) Entertainment in Centennial Plaza
4. Events/Temporary Use Permits
  - (a) Girl Scouts of CA event - June 3<sup>rd</sup> proposed
  - (b) Oaxacan festival - June 24<sup>th</sup> proposed
  - (c) Fiestas Patrias - Sept 15<sup>th</sup> & 16<sup>th</sup> proposed
5. Property Maintenance/ Improvement

**E. ADJOURNMENT**

Next meeting May 17, 2012

"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

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Oxnard, CA 93030  
Thursday, February 16, 2012

## A. Roll Call

Meeting was called to order at 10:01 a.m. Present were: Chairperson Irene Pinkard, Co-Chairperson Bryan A. MacDonald, Grace Hoffman, Steve Fisher, Matthew Winegar, Sue Martin, Tammy Gutierrez, Jeff Matthews, Gene Gonzales, Roger Brooks, Joshua Walker, Abel Magana, Neno Spondello, Gary Blum, Michelle Kenney. Public present: Martha Vasquez-Shanahan, Ernest Stein.

## B. Approval of Minutes

MSC (Pinkard, MacDonald) to approve the minutes from the regular meeting held October 20, 2011.

## C. Public Comment

Martha Vasquez-Shanahan introduced herself. She recently opened Classy Vintage, an antiques & collectibles store in downtown. Located in same building as Arts4Action across from library.

## D. Reports and New Discussion

### 1. Security

Matthews reported merchant concerns regarding large crowds loitering within Centennial plaza. Causing obstructions and safety issues with bikes and skating. The property owner has responded by installing signage. There are city ordinances against obstructing thoroughways to businesses. Curfew tickets are being issued. There were four fights the prior weekend. The groups have been defiant to authority. Education efforts are preferred but enforcement approach is necessary. The gatherings are leading to negative perception. Spondello said the theater operator has reported nuisance activity. Pinkard inquired if youth counselors were available to intervene. Matthews reported that outreach is taking place with help from City Corps and others. Enforcement is not best option but needed at this point. A procedure is being followed before tickets issued. Current process through County system provides accountability. It is less punitive, more accountable. MacDonald suggested there is a need to reach the parents of the kids to help address the situation. Magana suggested strategies to disperse the crowds through other diversions. Matthews said perhaps we should find ways to reward the good kids to set positive example. Pinkard suggested consulting on the issue with Efen Ghorre.

### 2. Code Compliance

- Roger Brooks reported some issues regarding illegal advertising displays. There was a spike in graffiti, including tagging of El Teatro building. PD responded effectively to the incidents.
- Spondello said there is ongoing issue with illegal parking between Woolworth building and Swift building. It is a safety issue blocking the theater's emergency exit.

### 3. Business Development

Redevelopment agency impact

- MacDonald said much is uncertain as to the eventual outcome due to the State's action. The Successor Agency is submitting an enforceable obligation list to the County, which will have oversight. Pinkard

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commented the State legislators did not think through the possible effects of their action. The city will have 2 appointments on the oversight committee. Redevelopment contributed percentages of funding to some general budget items. Code Compliance was one department that lost funding for a staff position as a result. Spondello inquired about other programs that might help with development issues such as CDBG. Progress on downtown should not end because redevelopment closed. Magana inquired regarding the status of specific line items on the enforceable obligations list. Will trash enclosures and lighting improvements be completed? It depends if signed agreements are already in place. Hoffman said the city has done diligence and listed viable projects. What about properties owned by CDC including ODMD office space? MacDonald said the properties were transferred to City, which will be seeking to generate cashflow from the properties. Heritage Square is status quo. There have been plans for redeveloping the Social Security site. City may seek tenants.

- Magana shared a potential strategy for business attraction based on city of Simi's recent waiver of the tax on new businesses. Analysts found it resulted in minimal loss of revenue. A similar action in Oxnard could have positive effect on entrepreneurship. Gutierrez said the idea was considered but determined the timing was not right due to the current budget deficit. MacDonald and Pinkard agreed that the timing is not right but the concept is worth pursuing at a more appropriate time.

#### **4. Events/Temporary Use Permits**

- Magana inquired if the TUP process previously discussed was in effect as one event over the holidays appeared to circumvent the process. Martin and Winegar responded that the issue would be investigated. Martin said the DITF endorsed a policy regarding TUP events in Plaza Park. There is an event planned for a Oaxacan festival on June 24<sup>th</sup>. Walker commented it is a significant large event. Another event is being promoted for March 31<sup>st</sup> and April 1<sup>st</sup>. Calls for vendors and entertainment have been spotted but no TUP has been received. Gutierrez sent email to organizer contact but no response. Gonzales commented that we are going to see other events advertised before TUPs are approved. Martin said Juan Martinez keeps calendar of all scheduled events in downtown.

#### **5. Maintenance Issues**

- The Paseo off A Street, which was recently used for an event, has great potential for other public uses. However, the walkway needs repair and beautification. Magana presented photos of the current conditions as well as an example of a well-maintained area. The area could be used for art shows, an outdoor marketplace, or food events. Vasquez-Shanahan suggested there are other areas that should also be considered. Magana recommended starting with a single manageable project. Magana commented the first step is to determine the resources available to perform site improvements. Gonzales said he could take it back to Parks for investigation. Maintenance, however, would be an issue they would not be able to assume responsibility.

E. **Adjournment** – Meeting adjourned at 11:11 am