



## AGENDA

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

Thursday, December 15, 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 October 20, 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. REPORTS & NEW DISCUSSION ITEMS**

1. Security Issues
2. Code Compliance Issues
3. Business Development
4. Events/Temporary Use Permits
  - (a) Review of TUP approval process
  - (b) Recent events at Plaza Park
  - (c) Update on planning for Gourmet Food Trucks future events
5. Maintenance Issues
6. Other Issues and Updates

**E. ADJOURNMENT**

Next meeting January 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

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Regular Meeting  
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300 West Third Street, Fourth Floor  
Oxnard, CA 93030  
Thursday, October 20, 2011

## **I. Call to Order** Meeting came to order at 10.05 am.

Present were: Mayor Pro-tem Dr. Irene Pinkard, Councilman Bryan A. MacDonald, Alan Holmberg, Tammy Gutierrez, Lori Rice, Roger Brooks, Grace Hoffman, Officer Luis McArthur, Joshua Walker, Abel Magana, Public present: Gary Blum, Angelica Cisneros, Connie Gushwa, Claudia Luna, Ernest Stein.  
Minutes compiled by: Claire Rubenis

**II. Roll Call** – Mayor Pro Tem, Dr. Irene G. Pinkard and Councilman Bryan A. MacDonald were both present.

## **III. Approval of Minutes**

**MSC (Pinkard, MacDonald)** to approve the minutes from the regular meeting held September 15, 2011 with correction.

## **IV. Public Comment**

Angelica Cisneros, Connie Gushwa and Claudia Luna introduced themselves and the organizations they represent.

## **V. Earthquake Drill**

Committee took part in the Great California Shake Out drill. When the whistle blew all persons in the meeting room took shelter under the table and met the other requirements of the drill.

## **VI. Reports and New Discussion**

### **1. Security**

- a) Officer McArthur introduced himself. He is the new Beat 23 Coordinator replacing Officer Woodruff.
- b) Captain Walker from Securitas gave out a report on incidences in the downtown. The report showed trend tracking for the past 6 months. There have been less incidents involving homeless persons.

### **2. Code Compliance**

- a) Excessive outdoor displays. This issue has been growing recently. Many merchants are not heeding the warnings that Code have given. They will be cited if they do not remove their decorations. No balloon displays are allowed unless the merchant obtains a TUP. Committee discussed the Downtown Plan in progress and potential changes to code to accommodate some outdoor promotions.
  - A DOMA/ODMD mixer will be held on October 25th at Casa Lopez. This may be a good opportunity to communicate to the merchants about what is allowed i.e. single stands and what is not.

### **3. Business Development**

- a) The downtown has received a lot of great press in recent times from Sunset, 805 Living, Ventana and the VC Star. Also Guy Fieri with Diners Drive-ins and Dives filmed this week at the Kitchen. The episode is due to air in January 2012.
  - The Second Food Truck event featured more food trucks. It had less carryover business into the district as

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the attendance was reduced due to the cool weather. The next events will be in November and December there will be a hiatus and they will come back in the warmer months of 2012.

- Committee discussed the social media aspect of the events. This is a cheaper way of marketing. Also discussed were the results of the patron survey. 12% of respondents came from over the Conejo grade, and a great many had never visited downtown before. This is a good way of changing perceptions. The shuttle was not as successful as hoped. ODMD and organizers will be looking at alternatives.

b) CDA Conference. Magana and Blum attended. Blum gave a presentation on the Planter Project at the conference. It was well attended and featured the details on how to establish and run the program. Lots of good contacts were made at the conference, fresh ideas and information will be used by the ODMD.

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

a) Events Impact. Committee discussed that after some events the downtown does incur an impact that has to be handled by City or ODMD services such as trash left on streets and sidewalks, damage to planters and extra power washing. Committee round tabled some ideas on how to meet the costs and ensure that no party is unjustly accused of causing damage that was there before the event.

- The City can request a deposit be placed when the TUP goes through their department if there is a need. Enforcing may be more difficult if the event is outside of Plaza Park.

- Cisneros advised that the Mexican Consulate and the organizing committee of Fiestas Patrias are different. Cisneros intends to be on the organizing committee for next year and assured the group that changes would be made so that the planning is better managed. She also advised that the committee is looking to have more outreach with the merchants and other community groups.

#### **VII.Maintenance Issues**

a) The area behind the main library had a lot of bird dropping on the pavement. There was some discussion over whose responsibility this area is. The ODMD has taken this area on as their responsibility and has added it to the maintenance routine. The ODMD is forming a Design and Beautification committee. This kind of issue will be included in their domain.

b) Fifth Street Beautification. City - Rice gave an overview of the project to date. The trees that are being installed on the East side are Windmill Palms. They will have wells placed in until they are established then they will be removed. The discussion on upsizing was stopped due to the structures that were in place on the street making it impossible to change the size. These palms rarely drop fronds. Community group - Blum gave an update on the project. \$20K has been raised, coordinating volunteer to enhance the entrance into the downtown. Approval from planning is needed for any installations.

#### **VIII.Other**

Before Thanksgiving, the ODMD Christmas decorations will be installed in the downtown. As with the past two years ODMD is looking to reduce costs. Last year the light poles were looked at to see which ones actually have power connections and only the decorations that have lights were installed on those poles. Edison and Facilities have power boxes in the downtown. Power boxes in tree wells are Facilities-owned.

**Adjournment** – Meeting adjourned at 10.55 am