



AGENDA

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

Thursday, September 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 July 21, 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 Issues
4. Events/Temporary Use Permits
 - (a) Gourmet Food Trucks at Heritage Square
 - (b) Farmers' Market SUP
5. Maintenance Issues
6. Other Issues and Updates

E. ADJOURNMENT

Next meeting October 20, 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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Oxnard, CA 93030
Thursday, July 21, 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, Assistant City Manger Karen Burnham, Christina Aerenlund, Alan Holmberg, Curtis Cannon, Sue Martin, Tammy Gutierrez, Commander Tom Chronister, Sergeant Jeff Mathews, Miguel Arrizon, Efron Gorre, Gary Blum, Michelle Kenney, Abel Magana, Public present: 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 April 21 and May 19 meetings. The two approvals were needed as there was no meeting held in June and no quorum at the May meeting.

IV. Public Comment

Stein reported that local merchant Angie Perez of A Little Piece of Heaven bakery is having issues securing a booth at the downtown Farmers Market. Local merchants are able to get a booth at reduced fees. ODMD staff to follow up.

V. Reports and New Discussion

1. Security

- a) Several planters have recently been vandalized on the 400, 500 and 600 blocks of South A Street. Some planters were tipped over. A report was sent to Senior Officer Ramirez, Securitas and ODMD staff.
 - A query was raised concerning a rumor that one of the plants in the planters has a folk medicinal remedy/purpose. Blum to follow up to see if this is accurate.
- b) Securitas has had their staffing reduced by 40 hours a week due to budgetary constraints.
- c) The proposed change in security guard requirements for entertainment establishments will go before Council on September 13. In practice everything is still as per the current code. 1 guard for every 25 patrons.
- d) The new Beat 23 coordinator is Charles Woodruff. Steve Ramirez has been promoted to Sergeant and will be moving to a new duty station. The ODMD Board would like to have an orientation session with Officer Woodruff.
 - The TUP distribution list needs to be updated to reflect recent changes.
- e) The Security Operations Center expansion plans will go before Council in September. They were awarded a \$300,000 grant to expand their services to the other side of the Police Substation. Securitas will not need to move premises and they may have a role in monitoring the screens. This is yet to be decided.

2. Code Compliance

- The Vista Real Charter school on South A Street is zoned to be administration offices only. There is evidence that classes being held at this location. School age children are dropped off there every morning

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and are seen around the premises. Code enforcement will follow to clarify what is occurring.

3. Business Development

- a). Downtown entertainment permit requests. Sue Martin stated there has been an increase in number of applications for entertainment/dancing. This is the only area in Oxnard that is regulated by land use. As a result the SUP and entertainment permits are convoluted. The liquor license requirements may interfere with the entertainment permits requirements.
- The extra CBD regulations were introduced many years ago to make the downtown a safe area. The issue of revitalization has brought these years' old requirements to light.
 - One day event permits are limited to approximately 4 per year. As such this is not a solution.
 - A major modification is needed to permanently change the business permissions.
 - Minor modification v. major modifications. A major mod costs around \$5000. A request can be made to have the fees reduced. If the modification were minor it would place a large burden on the admin level of planning and zoning.
 - All acknowledged that some oversight is needed in the downtown area.
 - Sue Martin to look at ways of bringing the process in-line with the rest of Oxnard's requirements', streamlining the planning commission process and reducing fees. Martin to bring some options back to the committee and then get input from the group.

b) New Business

- A downtown property owner has had an offer to lease their property to a check cashing business. This is permitted under zoning but not a particularly desirable business. There is no saturation level of this kind of business as there is with alcohol sales. P.D. has no issue with finance related business because they are regulated and have conditions set on them when they get their license.
- This type of business is considered under the broad category of *service*. As such the committee felt skeptical if this type of business could be regulated or have a moratorium set.

c) Farmers Market

- Their SUP was prematurely submitted. Since this time ODMD has consulted with a market expert who has practical experience with growing underperforming markets. The current market manager has not applied the expected expertise to enhance the market. The ideas the consultant put forward were practical, simple and workable.
- The 20th Anniversary was a success. Mayor Holden was on hand to give a speech and perform ribbon and cake cutting. The First 5 Good for Kids Restaurant week had a great kick off on the day.

4. Events/Temporary Use Permits

a) Food Trucks.

- Heritage Square is a potential new location for the event. Their Board approval is needed. As such it is an item on their August agenda.

b) Salsa Festival is the next big event in downtown July 30 and 31. All are encouraged to attend.

- c) Fiestas Patrias. The organizers have reduced the times of their event from three days to two. El Grito will be on the 15th and the 18th will be the parade.

VI. Maintenance Issues

a) PBID update.

- The public hearing will be on August 2nd. 54 ballots have been returned so far. The vote is dictated by returned ballots only. Ballots are sealed until the hearing. The City casts their ballot just before the hearing.
- The issue of whether the CDC can legally sign for the City property on the petition phase has been answered by PBID consultant Ed Henning. He confirmed it is legal and valid.

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b) Baseline Services.

- A handout was distributed stating the current baselines services. The last update was performed in 2008. Karen Burnham offered to distribute the document to department heads of impacted departments. Please provide any feedback to Magana. This will be an item for review at the next meeting.
- ODMD is looking to expand the trash cans in the district. The emptying and cleaning schedule will need to be known and then addressed.
- The discussion segued into the issue of churches involvement in the district. All churches are assessed in a special assessment district. The Park Ave Church of Christ feels they do not get any value from the PBID. The committee discussed ways of making the district beneficial to the church. The Clean Team does not work on Sunday when the church holds services. There are claims that trash is left from the nearby restaurants and not picked up until Monday.
- Chronister noted that he has tried to set up a meeting regarding any issues with crime with the Church leaders several times but had not had a response.
- There is also an issue of poor lighting in the area. Chronister has also performed a lighting report on the nearby City parking lot and discovered that the lighting is not up to code.
- The goal is to show value in the district rather than to simply state the PBID law to them.
- ODMD to host a meeting with the Church leaders. MacDonald and Pinkard are willing to attend.

c) City Corp Townskeeper Program

- Efron Gore gave an overview of the history of City Corps including its function and success stories including getting six young people out of Gang Injunction.
- A question often raised is whether the Corps is a youth development program or a maintenance division. They have a firm goal of extracting outcomes from the program. When they bought the tables, chairs and canopies to events it allowed them to work with other non-profits at events and be even more closely associated to the community.
- The Corps can boast a quick response times to requests for service.
- Members go through a six week training program.
- Paying for their services is sometimes a tricky issue as some users do not realize how they are funded.
- The entire committee felt that City Corps does a wonderful job and provides a stellar service. The 12-24 year old participants are wonderful young people who take pride in their positions and enjoy being part of the community. One goal of the program is to lift self esteem and build practical skills including driving heavy equipment.
- A suggestion was made to engage City Corps to provide the supplemental cleaning for the Church area with PBID funds.
- Downtown is a showcase for the City Corps services.
- Budgets are now being worked on for ODMD as such now is a good time to make relevant allocations.

VII. Other

- None.

Adjournment – Meeting adjourned at 11.20 am

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