



## AGENDA

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

Thursday, July 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 April 21, 2011

Approval of the minutes of May 19, 2011

**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
  - (a) Downtown entertainment permit requests
4. Events/Temporary Use Permits
5. Maintenance Issues
  - (a) PBID Renewal Update
  - (b) Baseline Services Review
  - (c) City Corps Townskeeper Program
6. Other Issues and Updates

**E. ADJOURNMENT**

Next meeting August 18, 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  
Mountain View Conference Room  
300 West Third Street, Fourth Floor  
Oxnard, CA 93030  
Thursday, April 21, 2011

**I. Call to Order** Meeting came to order at 10:05 am.

Present were: Mayor Pro-Tem Dr. Irene G. Pinkard, Councilman Bryan A. MacDonald, Alan Holmberg, Curtis Cannon, Matthew Winegar, Sue Martin, Tammy Gutierrez, Tom Chronister, Jeff Mathews, Rob Silverstein, Neno Spondello, Josh Walker, Michelle Kenney, Gary Blum, Josh Walker, Armando Lopez, Abel Magana, Yesenia Morett. Minutes compiled by: Claire Rubenis

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

**III. Approval of Minutes**

MSC Pinkard, MacDonald: to approve the minutes of the March 17, 2011 meeting and the minutes of February 17, 2011 meeting.

**IV. Public Comment**

None

**V. Open Issues from Previous Meetings**

a) Entertainment permitting process improvements

-The committee reviewed the fee structure. The sub-committee has met to review the objectives. A handout was given on their analysis and findings. As many tenants are finding it hard to pay rent the large fees for entertainment is hurting many businesses. Although the code says “electronic music” the interpretation of this is DJ’s or Karaoke otherwise it would mean everything from elevator music to ambient music. Consolidating the dance and entertainment means that the entertainment side of things is now being regulated. Winegar suggested a tier system for entertainment categories and fees. Roaming musicians are exempt from the fees. i.e. mariachi. If they are hired to perform at a set time and place they lose status.

- On June 30 the dance permits expire. Renewals have already gone out in the mail. If changes are made to the code then the current permits will need to be grandfathered in.

- Committee discussed the security guard requirement. Many restaurateurs and entertainment facilities would like to see the numbers raised from 25 attendees for every one security guard to 50 attendees for every security guard. This item can be dealt with separate from the entertainment license issue and can go before Council for review/voting.

b) Event street closure policy

- S. Martin gave an overview of the final draft and provided a handout to the committee.

- Discussion went on to include the current annual events that have street closures.

- Oxnard P.D. would have the authority to exercise their discretion on an as needed basis.

- Committee discussed street closures impact on local businesses. N. Spondello estimated that the City has paid out approximately 250K in impact fees to the theater and questioned the economic benefit of having festivals in the downtown.

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- One reason for having festivals is that they are community events, help to bring people downtown and change any negative perceptions people may have of the area.
- PBID tries to get the local merchants involved in downtown events and to take advantage of the increase in foot traffic. Some merchants felt that they festivals especially those with food stalls compete for sales as opposed to increase sales.
- Committee discussed the possibility of moving some of the events in the Plaza Park like the Multicultural Festival to other venues such as the old Oxnard High School site or to A Street. This would lessen the issue of parking around Centennial Plaza.

## **VI. Reports & New Discussion Items**

- i.** Security Issues
- ii.** Code Compliance Issues  
Magana gave thanks to Officers Brooks and Mathews for their attendance at a recent workshop that was attended by local merchants. The goal of the workshop was to inform merchants of rules and regulations.
- iii.** Business Development Issues
- iv.** Events/Temporary Use Permits
  - i.** a) Fiestas Patrias
    - Committee discussed the current application and issues that have been associated with the event in the past. It was felt that the organizers have greatly underestimated the number of event participants and as a result this event may have outgrown Plaza Park. It may need to be moved to a larger location. This is what happened to the Strawberry Festival that used to be by the beach.
    - The event is put on by a non profit entity as a result they can not be denied a permit. New events can be told no but existing events fall into a different category.
    - The item was removed from the agenda until all dates are known. There was discussion of a requested four day event but permission has been given for a two day event, the 15<sup>th</sup> falls on a Wednesday and the parade will be on the weekend.
  - b)** Food Trucks event  
Magana gave an overview of the goals of the event, to be a business incubator and to give the downtown exposure to a new demographic as well as driving food truck patrons to the businesses.  
- A Mobile Food Facility ordinance us currently being worked on. It will address issues such as proximity to businesses.
- v.** Maintenance Issues
- vi.** Other Issues and Updates

**Adjournment** – Meeting adjourned at 11:45 a.m.

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# MINUTES

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Thursday, May 19, 2011

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

Present were: Councilman Bryan A. MacDonald, Christina Aerenlund, Alan Holmberg, Kym Horner, Matthew Winegar, Sue Martin, Tammy Gutierrez, Lori Rice, Commander Tom Chronister, Sergeant Jeff Mathews, Officer Rob Silverstein, Brian Foote, Gene Gonzales, Steve Kinney, Gary Blum, Abel Magana, Public present: Ernest Stein, Gerry Moreno, Ruben E. Chavez, Natasha Johnson. Minutes compiled by: Claire Rubenis

**II. Roll Call** – Councilman Bryan A. MacDonald was present. Mayor Pro Tem, Dr. Irene G. Pinkard was not present due to travel. Informational Meeting Only.

## **III. Approval of Minutes**

The minutes from the last meeting held April 21, 2011 were not voted on as there was not a quorum.

## **IV. Public Comment**

- G. Moreno asked if there was selective parking enforcement being done in the downtown on certain days. She felt that some members of the public got parking tickets for small violations on Farmers Markets Days while at other times people were allowed to park all day. Sergeant Mathews advised the committee that three or four rounds of the entire district are done every day. Photographs are taken of the times that the cars are in the stalls to provide a method of verification. There is no selective parking enforcement going on.
- G. Moreno advised the committee that the parking lot on 5<sup>th</sup> and B Street has a lot of City Corp vehicles in it instead of the parking structure where they are allocated space. These drivers also park their privately owned vehicles (POV) in the lot which takes up a lot of space. Customers may get disgruntled at not finding parking and go elsewhere. Councilman MacDonald will follow up with Efen Gore on this issue.

## **V. Reports and New Discussion**

### 1. Security

- P.D. workshop was held at the ODMD office for discussion on a nighttime economy and community policing involvement. Sergeant Mathews and Commander Chronister were in attendance. Thank you for your time. Goal is to have a good working relationship between all the merchants and P.D.
- Security Guard requirements. The current requirement is to have one guard for every 25 people at an event. Many restaurateurs would like to see this amended to 1 for every 50. The final draft is with Commander Chronister waiting his approval then it goes to council to be agendaized and voted on.
- Play Billiards has closed business due to a dispute with the landlord. This area has poor lighting. Committee discussed if the wattage could be increased for the lights that are there or if more lights could be installed in the public areas.

### 2. Code Compliance

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- No new issues.

### 3. Business Development

#### a) Update on Mobile Food Facilities

If they are on the street then it needs to be determined if they need a TUP. Certain locations do not require TUP's.

- Planning and legal are moving along with the ordinance on the trucks.

- A recent Webinar on incorporating these trucks into the local economy was well attended. It was broadcast at the ODMD office.

- New Business Casa Pueblo owners Alba & Rafael Alargunoro are hosting a reception tonight at 7.00 pm at 310 C Street to say thank you to all the City departments that have helped them get established. All are welcome to attend.

- SCORE will host a business resource event at the PAC on May 25. ODMD will have a booth. Everyone is welcome to join Magana to distribute information or other services.

### 4. Events/Temporary Use Permits

#### a) Famers Market

- Committee discussed the Farmers Market application. Attachments were in the packet. This is an existing market versus a proposed market. There were several proposed changed times. The application needs to one so it can be approved or denied on that times basis. Different times different rules. Petting zoo has lots of requirements for animal safety and regulation, damage to the grass, liability, maintenance and safety. Jolly Jumps require the vendor to be licensed.

- If the market moves to Thursday night then the theatre maybe impacted.

- A move to Saturday mornings may impact the regularly scheduled and other events in Plaza Park. A move to another location e.g. a church lot may solve the issue.

- A move to the old Oxnard High School Site is not an option due to the poor condition of the grounds. Also the Farmers Market vendors require access to hot and cold running water and working toilets.

- Committee felt this item was not ready for the Planning Commission. CDC, Vendor and ODMD to explore other options.

- Market can continue as is with no changes.

- Porta-potties are an issue. CDC requires them vendor will not pay.

- If the Farmers Market uses the Social Security facilities then they need to ask permission from the CDC as they are the owners of the building.

#### b) July 3 Event

The TUP will be circulating shortly. Independence Day celebration which will have minimal impact on parking and business. The event will go from 1-4 pm. Nine-piece military band has been booked.

c) Soapbox Derby. The Gullwings Children's Museum would like feedback on this event concept. The idea is to close Third Street Bridge and use it as the hill. Discussion centered around not closing the road to emergency vehicles that use this as a thoroughfare.

d) Cruise Night. MacDonald to meet with Manuel Herrera today at 11.30 all welcome to attend to discuss the idea of a cruise night in downtown Oxnard. It is a shine and show not a competition. Other cities have done these with much success. The idea is to park the car and walk around to view the others while patronizing the local restaurants. Discussion was to have it on a slow restaurant night.

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e) Juneteenth Event. June 18<sup>th</sup> event has been approved. This was discussed last month. They had put a lot of time into the application. It was moved to Plaza Park so they could gain more viability.

f) Fiestas Patrias. The organizers have not gotten in touch with the City or Sue's staff that have called several times with no response. The organizers need to submit their paperwork 90 days before the event.

g) Salsa Festival TUP has been pre-cleared as it is an annual event with no incidences. Friday night will host a kick off concert between 7-9 pm with no street closures.

#### **VI.Maintenance Issues**

- Securitas has initiated a new reporting system where the officers have a dedicated weekly patrol to note any lights out. They can then report them directly to the responsible party e.g. Edison, Facilities or Parks.

#### **VII.Other -**

- City Corp, MacDonald to ask E. Gore to attend next meeting. Committee would like to discuss the Townskeeper program and possible uses of Measure O funding. .

- Committee was introduced to Ruben Chavez, new owner of Fifth Street Steakhouse. He has recently added a taco bar and breakfast. The name was not changed as it was working.

- Signage on Harbor Blvd. Signage for the downtown is lacking on this gateway road. The branding project does take care of this issue but it is hard to do when so many agencies are involved such as City and State.

**Adjournment** – Meeting adjourned at 11.00 am