

Minutes...

CULVER CITY DOWNTOWN BUSINESS ASSOCIATION

BOARD OF DIRECTORS MEETING

3:00 p.m. Wednesday, November 23, 2009

The Culver Hotel

BOARD OF DIRECTORS	PRESENT	ABSENT
Alan Schulman, <i>Akasha</i>		X
Christina Fields, <i>Bank of the West</i>		X
D'Lynda Fischer, <i>SportEve</i>	X	
Debbie Weiss, <i>Wonderful World of Animation</i>	X	
Eric Sims, <i>Kirk Douglas Theatre</i>	X	
Milena Alunni, <i>The Culver Hotel</i>	X	
Emily Ford, <i>Ford's Filling Station</i>		X
Gerry Weiner, <i>Probststein and Weiner</i>	X	
Heidi Fahringer, <i>Heidi Fahringer Optometry</i>	X	
John Byers, <i>BYCO Inc.</i>	X	
John Wolcott, <i>Wolcott Architecture and Interiors</i>		X
Ken Kaufman, <i>Rush Street</i>	X	
Stu Freeman, <i>Freeman Properties</i>		X
STAFF MEMBERS/GUESTS	X	
Jessica Whaley, <i>DBA Executive Director</i>	X	
Dave Licht, <i>Kay and Dave's</i>	X	
Gus Prado	X	
Kevin Lachoff, <i>Grubb & Ellis</i>	X	
Angela Vianello, <i>Novacento</i>	X	
Paul LaRocco, <i>LaRocco's Pizza</i>	X	
Randi Leehan, <i>BottleRock</i>	X	
Joe Parente, <i>Chrysalis</i>	X	
Any Weissman, <i>Mayor of Culver City</i>	X	
Jeff Cooper, <i>Wells Fargo</i>	X	
Drew Glickman, <i>Beacon/Helms</i>	X	
Ed Brown	X	
Kriss Casanova, <i>Culver City Redevelopment Agency</i>	X	
Glenn Heald, <i>Culver City Redevelopment Agency</i>	X	

DBA BOARD OF DIRECTORS' MEETING

I. CALL TO ORDER

K. Kaufman convened the meeting at 3:05pm.

II. APPROVAL OF THE MINUTES

MOTION: To approve the October 2009 Minutes.

Moved by: D. Fischer

Seconded by: E. Sims

All in favor

III. TREASURER'S REPORT (*J. Whaley/G. Weiner*)

A. Financial Report

Whaley reported that the DBA account had an income of \$9,341 for October and total expenses of \$17,907.

MOTION: To approve the October Financial report.

Moved by: H. Fahringer

Seconded by: D. Fischer

All in favor

IV. CONVENE NOMINATIONS AND ELECTIONS COMMITTEE

The Nominations and Elections Committee (Kaufman, Fahringer and Weiner) of the Board met and reviewed the results of the DBA Elections. Five Directors were elected to the 2010 DBA Board of Directors. These include: Heidi Fahringer, Milena Alunni, John Byers, D'Lynda Fischer, and John Wolcott. Holdover Directors include: Stu Freeman, Ken Kaufman, Alan Shulman, Debbie Weiss, Eric Sims and Emily Beretta. There will be up to 5 more spots available for Presidential appointment by the 2010 Board President.

MOTION: To certify 2010 DBA election results and declare top 5 as new directors.

Moved by: K. Kaufman

Seconded by: H. Fahringer

All in favor

The 2010 Board of Directors was formally convened for nomination and election of officers for 2010. Ken Kaufman was nominated for Board President and John Byers as Board Vice President. Board was asked to vote on the DBA President and Vice President.

MOTION: To nominate and select 2010 DBA President and Vice President.

Moved by: D. Fischer

Seconded by: H. Fahringer

All in favor

Ken Kaufman appointed Gerry Weiner to the 2010 DBA Board. There are 4 remaining Presidential appointments available for 2010. John Byers nominated G. Weiner as DBA Board Treasurer.

MOTION: To nominate and select 2010 DBA Board Treasurer.

Moved by: M. Alunni

Seconded by: D. Weiss

All in favor

V. **BID RENEWAL**

J. Whaley reminded the Board that the BID Renewal Public Council Hearing would be held on December 14th. Whaley encouraged the Board members to attend in support of the BID.

VI. **PARCEL B CARNIVAL UPDATE**

Whaley reported that Dan O'Brian, President of the Culver City Parks Association, spoke to the DBA Community Relations Committee about the possibility of holding a carnival in downtown. The proceeds would be to benefit parks throughout Culver City. The Committee had agreed that a carnival in downtown on Parcel B would not be helpful for downtown business and further suggested that O'Brian look to other locations within the City.

VII. **DBA HOLIDAY PARTY**

Whaley inquired with the DBA Board if they would like to hold a DBA Holiday party similar to years past and if the entire Membership should be invited, or only those that contribute and volunteer on DBA Committees, as well as helpful City staff and officials. J. Byers noted that everyone should be invited, but asked to RSVP. The Board agreed that the party would be held on December 15th at 6pm.

DBA MEMBERSHIP MEETING:

I. **CALL TO ORDER**

K. Kaufman convened the meeting at 3:35 PM and asked all in attendance to introduce themselves and what business they are from.

II. **NOMINATIONS COMMITTEE**

A. Announce Election Results for 2010

J. Whaley announced the results of the 2010 DBA Elections. The results are outlined above.

III. EXECUTIVE DIRECTOR'S REPORT (*J. Whaley*)

A. Recap of Director's Meeting

J. Whaley reported on and reviewed all discussion and Action Items that were voted on during the DBA Board of Director's Meeting, held prior to the General Membership meeting. These items are outlined above.

B. BID Renewal

J. Whaley reminded the Membership that the BID Renewal Public Council Hearing would be held on December 14th. Whaley encouraged members to attend in support of the BID and DBA.

C. Holiday Tree Lighting Ceremony

J. Whaley reported that the Holiday Tree Lighting was set for December 3rd at 6pm. She added that an email would be sent out to all volunteers and sponsors outlining the details of the evening, including times and locations for refreshments and volunteers.

IV. *SPEAKER'S CORNER*

The DBA hosted an open forum for downtown business owners and stakeholders to share and discuss their thoughts and ideas about downtown. Below are notes on the people who presented and the issues discussed.

1. **Mayor Weissman:** Mayor Weissman was happy to note that downtown was doing fine in light of the current economic times and he was glad to see this. He noted the good amount of press downtown has received, in media outlets such as NPR, NBC and he noted the article in the Culver City Observer about DBA Clean Team Supervisor Joey Morgan.
2. **Paul LaRocco:** LaRocco noted that he sees the Culver City Police Department Reserves patrol through downtown on the weekends and inquired about the details. He suggested that the downtown might benefit from another "beat" officer to patrol downtown.
3. **Jeff Cooper:** Offered to the DBA and its Members to let him know if we have any ideas for making the Car Show better for downtown. Kaufman asked if there was any way the fence that is used to block Town Plaza can be moved.
4. **Drew Glickman:** Glickman was in attendance representing Beacon and the Helms District on east Washington Bl. He stated how he'd love to see the activity in downtown link to the eastside. Byers noted that a linkage between the DBA and Helms is something that has been discussed for a long time. It is good that we have made the connection with Drew and can look into how to partner and possibly expand districts.

5. **Angela Vianello:** In attendance representing Main Street and would like to see more advocacy for downtown and Culver City's Main Street. Randi Leehan from BottleRock added that the lights in the trees looked terrible and the sewer smell coming from the corner of Main and Culver had been there for months. Whaley added that the lights would soon be fixed in the trees. Mayor Weissman stated that the sewer smell issue is an ongoing maintenance requirement and that he thought it had been fixed. The DBA will work with City Public Works to find out if and what is being done about this problem. Weissman suggested that the DBA might hold a meeting and invite the Director of Public Works to attend and address these issues.
6. **Joe Parente:** Parente was in attendance representing Chrysalis Enterprises, the organization that the DBA contracts with for downtown maintenance services. He noted that if anyone had any inquires or suggestions as to how we might work better together, to let him know.
7. **Kevin Lachoff:** Lachoff, representing Grubb Ellis, noted that he was trying to lease space at the building located on Town Plaza across from the Culver Hotel and inquired with the DBA what kind of tenants they'd like to see in the location.
8. **Ed Brown:** Mr. Brown, a commercial property owner in downtown, noted that the little guys were going out of business and asked the DBA what we could do as an incentive for them to come back!
9. **Randi Leehan:** Leehan stated that Main Street was being ignored. She added that there needed to be more Marketing ideas for Main Street and downtown; kiosks, signage, etc. The DBA Marketing Committee can look into bringing creative ideas to the City. Weissman noted that the DBA had plans with the Agency years ago for directional signage and related maps. Staff would look into where that project was left off.

DBA Board and Staff would look into all of these ideas and report back on specific requests and inquires. Whaley reminded those in attendance that they are the eyes and ears of downtown and to always feel free to let her know if anything needs to be fixed, addressed, etc. and she'd forward the issue to the City.

Next Meeting: January 27th, 2010
3:00pm Board Meeting
3:30pm General Membership
Location TBD