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AGENDA
OXNARD CITY COUNCIL
COMMUNITY SERVICES, PUBLIC SAFETY,
HOUSING & DEVELOPMENT COMMITTEE
Council Chambers, 305 West Third Street
November 12, 2024
Regular Meeting - 6:45 to 8:15 PM

Zoom details to call-in for public comment during a meeting:

1. Dial Phone Number: (888) 475-4499
2. Enter Meeting ID: 865 1629 0524
3. Passcode: 244376

If you wish to speak during public comments or a particular item on the agenda, please sign-on by following the zoom call-in steps listed above. Once the presiding officer calls for public speakers, press *9 to raise your hand to inform the City Clerk you would like to speak during the public speaking section for that particular item on the agenda, while in the zoom waiting room. Press *6 when asked to unmute. Listen to the instructions provided virtually on the phone while on hold in the zoom waiting room. Please note that there is a slight time delay when viewing the meeting via television.

IN ACCORDANCE WITH ASSEMBLY BILL 2449, MEMBERS OF THE LEGISLATIVE BODY MAY MEET IN-PERSON OR REMOTELY. TO PARTICIPATE REMOTELY VISIT WWW.OXNARD.ORG.

To find out how you may provide public comment, please refer to the instructions below or at [www.https://www.oxnard.org/city-meetings/](https://www.oxnard.org/city-meetings/).

The public may view the meeting from home on Spectrum channel 10, Frontier channel 35, or YouTube at Youtube.com/oxnardnews. Video recordings of the meeting are typically available online following the meeting at the City's website at www.oxnard.org/city-meetings.

*Please see the link for the Measure M pre-recorded presentation video for each item listed on this agenda.

YOU MAY PARTICIPATE IN THE MEETING IN THE FOLLOWING WAYS:

1. ATTEND THE MEETING AT THE LOCATION LISTED ABOVE: Submit a speaker card to the City Clerk.
2. EMAIL COMMENTS OR SIGN UP TO SPEAK REMOTELY BEFORE THE MEETING
 - a. Submit a request to speak remotely by 3 p.m. on the day of the meeting by using the form available at www.oxnard.org/citymeetings.
 - b. Submit an email to cityclerk@oxnard.org by 3 p.m. on the day of the meeting (indicate the agenda item number in the subject line). All email correspondence will be forwarded to the legislative body prior to the start of the meeting and made part of the legislative record.
 - c. Contact the City Clerk's Office at (805) 385-7803 to submit your request.
3. PROVIDING PUBLIC COMMENTS REMOTELY DURING THE MEETING
 - a. Follow Zoom details listed above.

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Agenda Item Time Estimates include: (Minutes for Presentation + Council Discussion + Public Comment)

- b. Public comments on agenda items will be taken following the announcement of the item. After the item is announced, members of the public may register or otherwise be recognized for the purpose of providing public comment.

Please review the Zoom instructions on the registration page to help ensure there are no technical difficulties during your comments and help you understand public comment procedures using Zoom. Detailed participation instructions can be found at www.oxnard.org/city-meetings.

In the event of a disruption which prevents a legislative body of the City of Oxnard from broadcasting a meeting using a call-in option or internet-based service option, or in the event of a disruption within the City's control which prevents members of the public from offering public comment using the call-in option or internet-based service option, the legislative body shall take no further action on items appearing on a meeting agenda until public access to the meeting via the call-in option or internet-based service option is restored. However, if any of the broadcast options are disrupted, but any of the other broadcast options is still available to the public, the legislative body may take further action on items appearing on a meeting agenda without waiting for the disrupted broadcast option(s) to be restored.

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

Consideration of Teleconference Participation pursuant to Assembly Bill 2449.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

A person may address the legislative body only on matters not appearing on the agenda and within the subject matter jurisdiction of the legislative body. Speaker requests shall be submitted as set forth on the first page of this agenda. Speakers are limited to three minutes. After 30 minutes, if all speakers have not had the opportunity to speak, the remaining speakers will be given an opportunity to speak prior to adjournment of the meeting. The legislative body cannot enter into a detailed discussion or take action on any items presented during public comments at this time. Such items may only be referred to the City Manager/Executive Director/Secretary for administrative action or scheduled on a subsequent agenda for discussion. Persons wishing to speak on public hearing items should do so at the time of the hearing.

C. CONSENT AGENDA

1. City Clerk Department

SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee approve the minutes of the September 24, 2024 regular meeting as presented.

Contact: Rose Chaparro, (805) 385-7805

D. REPORTS

1. Housing Department

SUBJECT: Approval of the Downtown Oxnard Improvement Association Annual Work Plan and Budget for Fiscal Year 2024-25. (10 minutes)

RECOMMENDATION: That the Community Services, Public Safety, and Housing & Development Committee recommend that the City Council approve the Downtown Oxnard Improvement Association annual work plan and budget for fiscal year 2024-25.

Please click the following link to view the required Measure M pre-recorded presentation video: <https://youtu.be/v4YBMEn4IE>

Contact: Emilio Ramirez, (805) 385-8094

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT



**COMMUNITY SERVICES, PUBLIC SAFETY, HOUSING &
DEVELOPMENT COMMITTEE AGENDA REPORT**

**CONSENT AGENDA
AGENDA ITEM NO. C.1**

DATE: November 12, 2024

TO: Community Services, Public Safety, Housing & Development Committee

FROM: Rose Chaparro, City Clerk, (805) 385-7805, rose.chaparro@oxnard.org

SUBJECT: Approval of Minutes.

RECOMMENDATION

That the Community Services, Public Safety, Housing & Development Committee approve the minutes of the September 24, 2024 regular meeting as presented.

BACKGROUND

Approval of Minutes.

STRATEGIC PRIORITIES

This agenda item is a routine operational item.

FINANCIAL IMPACT

There is no financial impact.

Prepared by: Rose Chaparro, City Clerk

ATTACHMENTS

1. MINUTES 09 24 2024 Community Services, Public Safety, Housing & Development

MINUTES
OXNARD CITY COUNCIL
COMMUNITY SERVICES, PUBLIC SAFETY,
HOUSING & DEVELOPMENT COMMITTEE
Regular Meeting
September 24, 2024

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

At 6:46 p.m., Chair Bryan A. MacDonald called to order the regular meeting of the Oxnard City Council Community Services, Public Safety, Housing & Development Committee in the City Hall Council Chambers at 305 W. Third Street, Oxnard, California. The City Clerk called the roll and announced the posting of the agenda. Chair Bryan A. MacDonald, Member Oscar Madrigal, and Member John C. Zaragoza were present in person.

Consideration of Teleconference Participation pursuant to Assembly Bill 2449.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

Public comments were received from Jacqueline Arriaga.

C. CONSENT AGENDA

1. City Clerk Department

SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee approve the minutes of the July 23, 2024 regular meeting as presented.

It was moved by Member Madrigal, seconded by Member Zaragoza, to approve the Information/Consent item as presented. VOTE: MacDonald, Madrigal, and Zaragoza voted in favor; the motion carried 3-0.

D. REPORTS

1. Housing Department

SUBJECT: Spectrum Pacific West, LLC Cable Services Agreement for Public Housing Sites.

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee recommend that the Board of Commissioners of the Housing Authority of the City of Oxnard approve and authorize execution of a five-year agreement with Spectrum Pacific West, LLC dba Charter Communications, Inc. for the provision of basic cable services to 522 Public Housing units in an aggregate amount of \$330,796.48 plus applicable taxes and fees.

Emilio Ramirez, Housing Director answered the Committee's questions. There were no

public comments. Written comments were received from Jennifer Menken Rice. Discussion ensued among the Committee and staff.

It was moved by Member Zaragoza, seconded by Member Madrigal, to approve the recommended action as presented. VOTE: MacDonald, Madrigal, and Zaragoza voted in favor; the motion carried 3-0.

2. Community Development Department

SUBJECT: Amendment to Agreements for Professional Services with m6 Consulting, Inc. and CSG Consultants, Inc.

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee recommend that the City Council approve and authorize the mayor to execute the following amendments to existing Agreements:

- 1) Second Amendment to Agreement Number A-8418 with m6 Consulting, Inc for on-call development plan check services, to increase the agreement amount by \$1,100,000.00 for a total agreement amount of \$3,100,000.00 and extend the Agreement by 2 years to February 1, 2027 ; and
- 2) First Amendment to Agreement Number A-8424 with CSG Consulting, Inc for development plan check services, to increase the agreement amount by \$500,000.00 for a total agreement amount of \$1,000,000.00 and extend the Agreement by 2 years to March 1, 2027.

Jeff Pengilly, Community Development Director answered the Committee's questions. There were no public comments. Discussion ensued among the Committee and staff.

It was moved by Chair MacDonald, seconded by Member Madrigal, to approve the recommended action as presented. VOTE: MacDonald, Madrigal, and Zaragoza voted in favor; the motion carried 3-0.

3. City Attorney Department

SUBJECT: Consideration of Request for Future Council Agenda Item.

RECOMMENDATION: That the Community Services, Public Safety, Housing & Development Committee consider whether to place on a future City Council agenda a resolution requested by Councilmember Valenzuela in support of Nurses and Healthcare Workers with SEIU 121RN and SEIU-UHW to address the outsourcing of critical jobs at Dignity Health's St. John's Regional Medical Center.

Stephen M. Fischer, City Attorney was available to answer questions. Public comments were received from Jose Barrera, Mary Temple, Espie Velasco, Maria Cornejo, and Robin Sanders. Discussion ensued among the Committee and staff.

It was moved by Member Zaragoza, seconded by Member Madrigal, to approve the recommended action as presented. VOTE: Madrigal and Zaragoza voted in favor;

MacDonald voted against; the motion carried 2-1.

E. ITEMS FOR FUTURE AGENDAS (No requests were made.)

F. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Bryan A. MacDonald adjourned the meeting at 7:21 p.m.

ROSE CHAPARRO
City Clerk

BRYAN A. MACDONALD
Chair



COMMUNITY SERVICES, PUBLIC SAFETY, HOUSING & DEVELOPMENT COMMITTEE AGENDA REPORT

REPORTS AGENDA ITEM NO. D.1

DATE: November 12, 2024

TO: Community Services, Public Safety, Housing & Development Committee

FROM: Emilio Ramirez, Housing Director, (805) 385-8094, emilio.ramirez@oxnard.org

SUBJECT: Approval of the Downtown Oxnard Improvement Association Annual Work Plan and Budget for Fiscal Year 2024-25. (10 minutes)

RECOMMENDATION

That the Community Services, Public Safety, and Housing & Development Committee recommend that the City Council approve the Downtown Oxnard Improvement Association annual work plan and budget for fiscal year 2024-25.

Please click the following link to view the required Measure M pre-recorded presentation video: https://youtu.be/_v4YBMEn4IE

BACKGROUND

In 2000, the City Council established the Oxnard Downtown Management District ("District"), a property-based business improvement district. The City Council adopted a resolution to approve the levy and collection of assessments against real property within the District annually. The City is the largest property owner in the District and also serves as the pass-through entity that levies the assessments for the District.

In 2019, the Oxnard Downtown Management District became a 501(c)(3), a public benefit nonprofit corporation incorporated as the Downtown Oxnard Improvement Association ("DOIA").

On June 1, 2021, the City of Oxnard entered into a Management and Disbursement Agreement ("Agreement") with DOIA who administers the assessment funds collected. The purpose of this Agreement is to establish the contractual relationship between the City and DOIA. Pursuant to Section 4.7.1, Reports, Work Plans and Budgets of the Agreement, the Downtown Oxnard Improvement Association is to prepare an annual work plan and budget in accordance with Section 36650 of the Streets and Highways Code and Article XIII.D of the California Constitution.

Per the agreement, the annual work plan and budget will be considered and approved by the City Council each year before December 1st.

In July 2024, the Oxnard Downtown Management District was renewed for a fifth time for a five-year term which begins on January 1, 2025 and was expanded north to include a two-block area between Second and First Street, increasing the number of parcels in the District from 404 to 433. Owners of real property within the District boundaries, depicted in Attachment 1 – 2024-2029 District Boundaries, pay a special assessment, which funds supplemental services and improvements over and above the City's baseline services.

The assessment increased by \$65,778 to \$578,182 resulting from the expanded area and a modified assessment for multi-family residential properties.

DISCUSSION

The Annual Work Plan

DOIA's fiscal year is December 1, 2024 – November 30, 2025. For fiscal year 2024-25, the annual work plan was developed over a series of meetings held by the four DOIA committees that oversee each category and consolidated at a special board work plan development session held on October 10, 2024. DOIA's four committees include the Organization Administration, District Identity and Placemaking, Civil Sidewalks, and Land Use Committees.

The purpose and goals of each of DOIA's committees is described below.

Organization Administration

The Organization Administration Committee oversees staff and day-to-day operations including insurance, finance, board policies, meetings, fundraising, and government relations. Proposed actions to be carried out by the Organization Administration Committee include outreaching to new members in the expanded District area, providing educational opportunities to board members, increasing stakeholder communications, recruiting volunteers, making presentations to community organizations, hosting business networking events, updating databases, surveying merchants and property owners, and applying for grants.

District Identity and Placemaking

The goal of the District Identity and Placemaking committee is to enhance downtown Oxnard's brand, improve public perception, and position the District as a regional business and cultural attraction. Proposed projects include building out a visitor center to promote downtown attractions, expanding partnerships with local colleges, engaging artists and arts organizations, creating pop-up cultural experiences, promoting targeted business promotions, providing guidance to third party event organizers, reaching 20,000 followers on Instagram, installing street pole banners, and improving landscaping and container gardens.

Civil Sidewalks

The purpose of the Civil Sidewalks committee is to ensure that a clean and safe downtown is being maintained including store frontage, public parking lots, and alleyways. This committee also oversees the maintenance provider contract and relations with the Public Works and Oxnard Police departments. Proposed projects include hosting monthly meetings with safe and clean stakeholders (Oxnard Police Department, Clean Team, District Safety, and Homeless Services), working with faith-based organizations on homeless outreach, providing Narcan training to staff, deploying security cameras, organizing District cleanup events, and advocating for signs in public parking lots.

Land Use

The Land Use committee oversees all issues related to parking, transportation, planning, zoning, new developments, and outdoor dining encroachments. Proposed projects include compiling market data on vacant properties, pedestrian and traffic counts, promoting available buildings and spaces downtown as investment opportunities, activating underutilized properties, and recruiting specialty retail.

For a full description of each committee's proposed projects and activities, please see Attachment 2- Proposed FY 2024-25 Work Plan.

Fiscal Year 2024-25 Operating Budget

The total fiscal year 2024-25 DOIA budget is \$578,182 and is divided into four categories corresponding with four committee areas. The proposed downtown improvements and activities include street, sidewalk, alley and parking lot cleaning, a public safety program, downtown business promotions and event marketing, expansion of physical amenities throughout Downtown, and other improvements and activities which benefit businesses and real property located within the District.

Civil Sidewalks receives the largest portion of the budget. It consists of 58% of the total budget or \$335,000. These funds support maintenance and security contracts that enhance the District’s appearance and safety.

The budget for District Identity and Placemaking is \$83,995 and includes advertising, banners, event production, printing, public art, website hosting, and holiday décor.

The budget for Administration and Operations is \$159,187 and includes items salaries and wages of the executive director and program coordinator, rent, utilities, insurance, supplies, and all other items relating to the day-to-day operations of the organization.

The Land Use Committee is not allocated a budget.

FY 2024-25 District Annual Work Plan Budget	
Annual Work Plan	FY 24-25 Allocation
Civil Sidewalks	\$335,000
District Identity	\$83,995
Administration	\$159,187
Land Use	0%
Total	\$578,182

Revenue

The total projected revenue of \$610,006 includes \$45,188 from the previous year’s retained earnings, \$551,818 from property assessments, and \$13,000 from events income.

DOIA projects to carry over \$31,824 in retained earnings to fiscal year 2025 – 26.

Please see Attachment 3- DOIA 2024-25 Budget for a copy of the complete operating budget for fiscal year 2024-25.

STRATEGIC PRIORITIES

This agenda item supports Economic Development strategy. The purpose of Economic Development strategy is to focus on the retention and expansion of Oxnard businesses by increasing the skills and employability of our local workforce, invite new business investments, and target site-based redevelopment opportunities.

FINANCIAL IMPACT

There is no financial impact associated with the recommended action. The city's adopted fiscal year 2024-25 General Fund (101) budget allocated \$156,052.78 for payment of the assessments associated with the City, Successor Agency and Parking Authority owned real properties within the District. The remaining District revenues, which are projected at \$395,765.22, will be collected by the County and paid to the City, who will

then remit payment to the District from the Oxnard Downtown Mgt District Fund (561).

For Finance Use Only: General Fund (Org. 1014104 Obj. 57410); Oxnard Downtown Mgt District Fund (Org. 5618110 Obj. 57410)

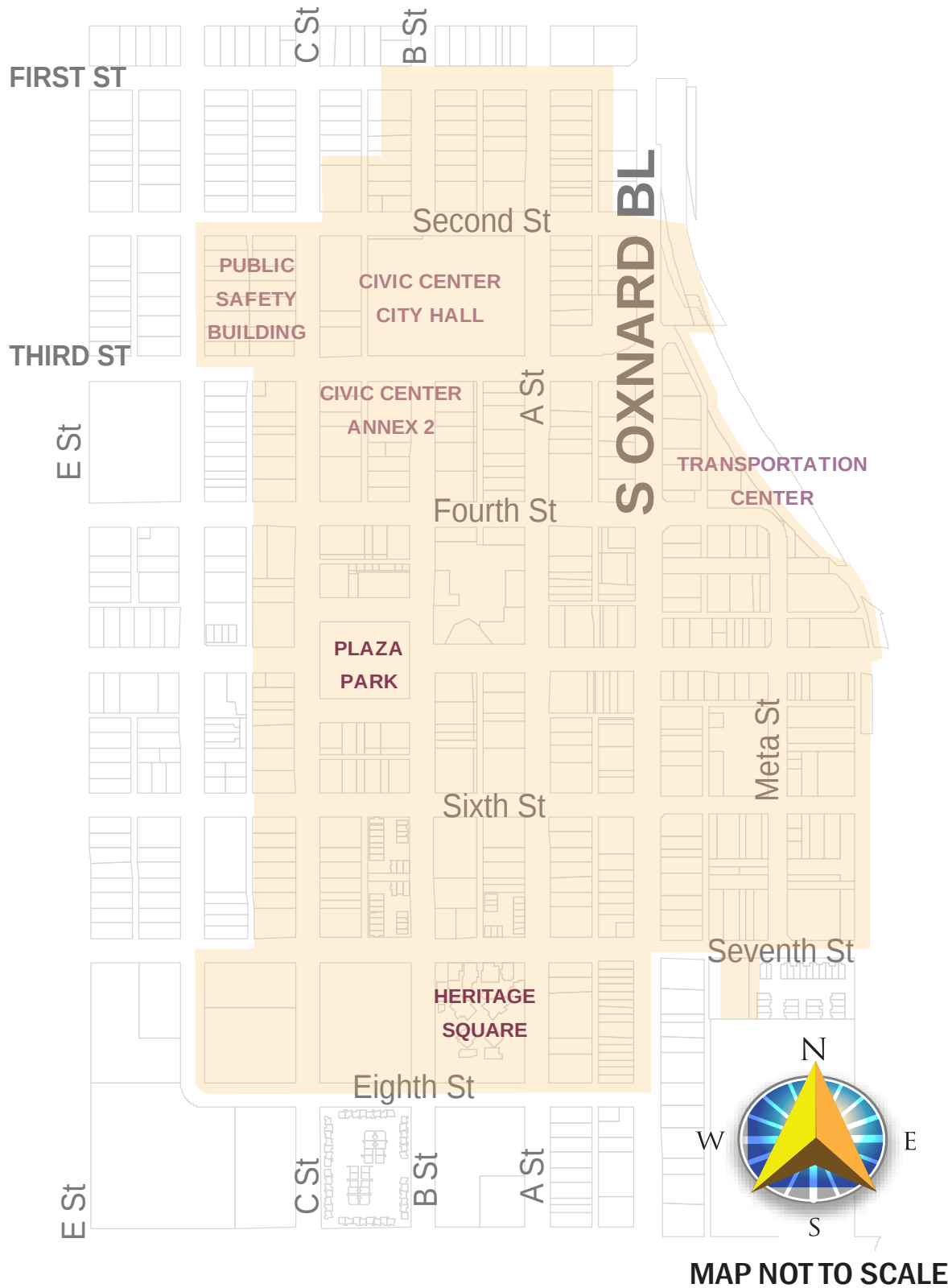
Prepared by: Emilio Ramirez, Housing Director

ATTACHMENTS

1. 2025-2029 District Boundaries
2. Proposed FY 2024-25 DOIA Work Plan
3. FY 2024-25 DOIA Operating Budget
4. PowerPoint Presentation

OXNARD DOWNTOWN

❧ *Management District* ❧



 DISTRICT BOUNDARY



PROPOSED FY 2024–25 WORK PLAN

ORGANIZATION	\$159,187
PURPOSE: Be the leading advocate serving the interests of district property owners, merchants, and residents by assuring excellence in the management of the organization. ACTIVITIES: Organization oversees staff and district administration, contractors, corporate finances, risk management, grants/fundraising, budget development, Board agendas and meetings, bylaws and policies, government relations, outreach, and annual election of Board members.	
PROJECTS:	
▶ Conduct welcome campaign to “onboard” members in district expansion area	
▶ Review and update bylaws and policies (as needed)	
▶ Provide DOIA / City stakeholder updates in monthly e-newsletter	
▶ Host bimonthly “coffee hour” open house to provide updates and business support	
▶ Provide brief updates to City Council via monthly Public Comments	
▶ Present a dynamic annual report to City and stakeholders	
▶ Execute business & property owner survey to collect feedback on BID services	
▶ Apply for at least three project grants including potential CDBG funding	
▶ Review individual Board member “pledge of commitment”	
▶ Promote DOIA engagement opportunities to other community-based organizations and service clubs that complement and can advance DOIA’s mission	
▶ Update merchant/landlord database	
▶ Cultivate and sustain a volunteer database to grow organizational capacity	
▶ Provide educational opportunities to Board members with timely notices on webinars, conferences, and creation of an on-demand knowledgebase	
▶ Review and optimize meetings schedule for improved workflow and project management	

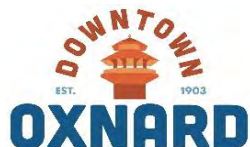
DISTRICT IDENTITY & PLACEMAKING	\$83,995
PURPOSE: Enhance Downtown’s image & DOIA’s standing in the community. Promote downtown as an attractive business, recreational, and cultural destination. Beautify public spaces, add “curb appeal,” activate public spaces to engage and connect community. ACTIVITIES: Branding, public relations, advertising, social media, newsletter, website, special events, seasonal pole banners and holiday decorations, brochures, signature events including annual car show and Halloween in the park.	
PROJECTS:	
▶ Transform DOIA office lobby into a full service “visitor center” promoting downtown arts and offering Oxnard-branded goods for sale	
▶ Coordinate a Holiday Storefront Window Display contest	

▶ Spotlight a downtown merchant in weekly Social Media posts
▶ Highlight family friendly activities via online marketing and special events
▶ Help merchants storefront design (merchandising, window signage, sidewalk signs)
▶ Launch a QR-code-linked online feature to showcase downtown murals
▶ Partner with Ventura County Arts Council to curate exhibitions in DOIA gallery space
▶ Research business models and potential operators to re-open the Carnegie
▶ “Re-engineer” quarterly Art Crawl and track success via attendance counts and surveys
▶ Partner with CSUCI and Oxnard College for marketing interns and a downtown presence
▶ Participate in community events (parade entry, festival booths, partnerships, etc.)
▶ Offer event production support including logistics consultation, permit prep, equipment rental, and marketing services to achieve maximum benefit to the downtown community
▶ Expand partnership with Oxnard College on graduating class banner program to include a live event celebrating the achievements of the graduates
▶ Brand the DOIA organization in Social Media and website postings that stimulate community pride and offer volunteer and donor opportunities
▶ Produce a mobile live music series including performances in non-traditional venues to showcase local talent and diverse architecture
▶ Compile and promote annual events calendar for online & print distribution
▶ Improve sidewalk planters and install hanging flower baskets
▶ Reach 20,000 followers on Instagram by year end (currently 12,400)
▶ Obtain sponsors to help underwrite rising production costs of A Street Car Show
▶ Produce annual Halloween Haunt in the Park event
▶ Create 1 new revenue-generating ticketed experience to benefit a specific project

CIVIL SIDEWALKS	\$335,000
PURPOSE: To support Oxnard Police Department & Public Works in maintaining a clean, safe and welcoming public space, including street frontage, public parking lots, and alleyways. ACTIVITIES: Ambassador services, sidewalk sweeping, litter pickup, pressure washing, trash enclosure cleaning, graffiti removal, weed abatement, landscaping, security patrols, business hospitality, and other crime and litter prevention tactics.	
PROJECTS:	
▶ Continue hosting a monthly roundtable with District Maintenance, OPD, District Safety and invite key City department managers as needed to coordinate on and respond to issues	
▶ Engage faith-based and social service organizations to direct homeless to support services	
▶ Provide Narcan training to clean & safe ambassadors	
▶ Host a crime-prevention business workshop	
▶ Advocate for replacement of Ficus trees that are damaging property, causing safety issues	

▶ Engage with the operators of the new Homeless Solutions Center and the Many Mansions developments via Board advisory board positions
▶ Work with City to fill in tree wells and expand grates constricting tree growth
▶ Conduct street lighting audit and compile comprehensive repair and replacement report
▶ Install signs on trash enclosures and outreach to managers of multi-family residential to discourage illegal dumping; promote use of Del Norte MRF and City drop-off days
▶ Work with City Corps & City Public Works to secure District baseline services schedule
▶ Lobby Oxnard Police Department for greater presence and patrols in Downtown
▶ Organize and promote a Community Spring Clean-up Day
▶ Deploy security cameras around downtown to monitor areas prone to incidents
▶ Coordinate two Parking Structure clean-up days, improve security patrol routine
▶ Remove aging obsolete newsracks and payphones
▶ Develop a strategy to prevent overnight camping in Plaza Park via environmental design

LAND USE	NO BUDGET
PURPOSE: To support Oxnard Housing & Economic Development and Community Development departments in working with developers, business owners, and transit providers. ACTIVITIES: Reviews development proposals, parking, transportation, mobility, planning, zoning, merchant mix.	
PROJECTS:	
▶ Compile vacancy rate, average rents, pedestrian and traffic counts data	
▶ Promote investment opportunities via enhanced online “Doing Business” website featuring an interactive map of available properties, demographics, and resource listings	
▶ Prospect other cities for specialty retail to recruit and fill gaps in merchant mix (eg. brewery, artisan/makers co-operative, candy shop, pet supply, etc.)	
▶ Work with owners of vacant and underutilized properties to market properties for both short-term and long-term leases (former automotive shops, parking lots, etc.)	
▶ Provide input on the design plans for the Meta District pocket park	
▶ Actively monitor proposed new developments and advocate for high-quality design	
▶ Work with City to facilitate small lot commercial development	
▶ Engage with public transit operators and bicycle clubs to promote downtown routes	
▶ Utilize floorspace in DOIA office/visitor center to promote the downtown vision plan	
▶ Advocate to City and Visit Oxnard for subscription to Placer.io data mining service	
▶ Identity and seek funding and resources to execute 1 tactical urbanism project	
▶ Offer “investment opportunity” tours to real estate brokers and developers	
▶ Advocate for Oxnard Blvd improvements to achieve “complete streets” vision	



PROPOSED FY 2024 - 25 BUDGET

INCOME

PROGRAMS REVENUE	FY 24-25
Carry Over (projected retained earnings on 12/01/24)	45,188
PBID Assessment (5% allowance for delinquent uncollected)	551,818
Rental Income (\$1,250 monthly from office subleases* recognized in net rent expense)	-
Events Income (Summer car show)	13,000
TOTAL INCOME	610,006

EXPENSES

CIVIL SIDEWALKS	
District Maintenance Services (staffing, overhead, supplies)	236,000
Security Services	99,000
TOTAL CIVIL SIDEWALKS PROGRAM	335,000

DISTRICT IDENTITY & PLACEMAKING	
Pole Banners Design & Installation	3,000
Public Art	1,500
Holiday Décor	31,000
Advertising & Promotion	1,800
Creative Services (graphic design, video, copywriting)	30,500
Printing Production	1,800
Website Hosting	600
Event Production	10,295
Sponsorship	3,500
TOTAL DISTRICT IDENTITY & PLACEMAKING	83,995

ORGANIZATION	
Staff Payroll (1FTE, 1PTE)	113,270
Payroll Taxes	10,317
Workers Comp	2,100
Space Cost (Rent, M&R, Utilities)	16,200
Office Operations (Telecom, Equipment Lease, & Supplies, Postage)	6,485
Insurance (Commercial Liability, D&O)	6,200
Organization Support (Accounting, Legal, Subscriptions, Education, Meetings)	4,615
TOTAL ORGANIZATION	159,187
TOTAL INCOME	610,006
TOTAL EXPENSES	578,182
RETAINED EARNINGS / CARRYOVER	31,824

DOIA Annual Work Plan and Budget Fiscal Year 2024~25

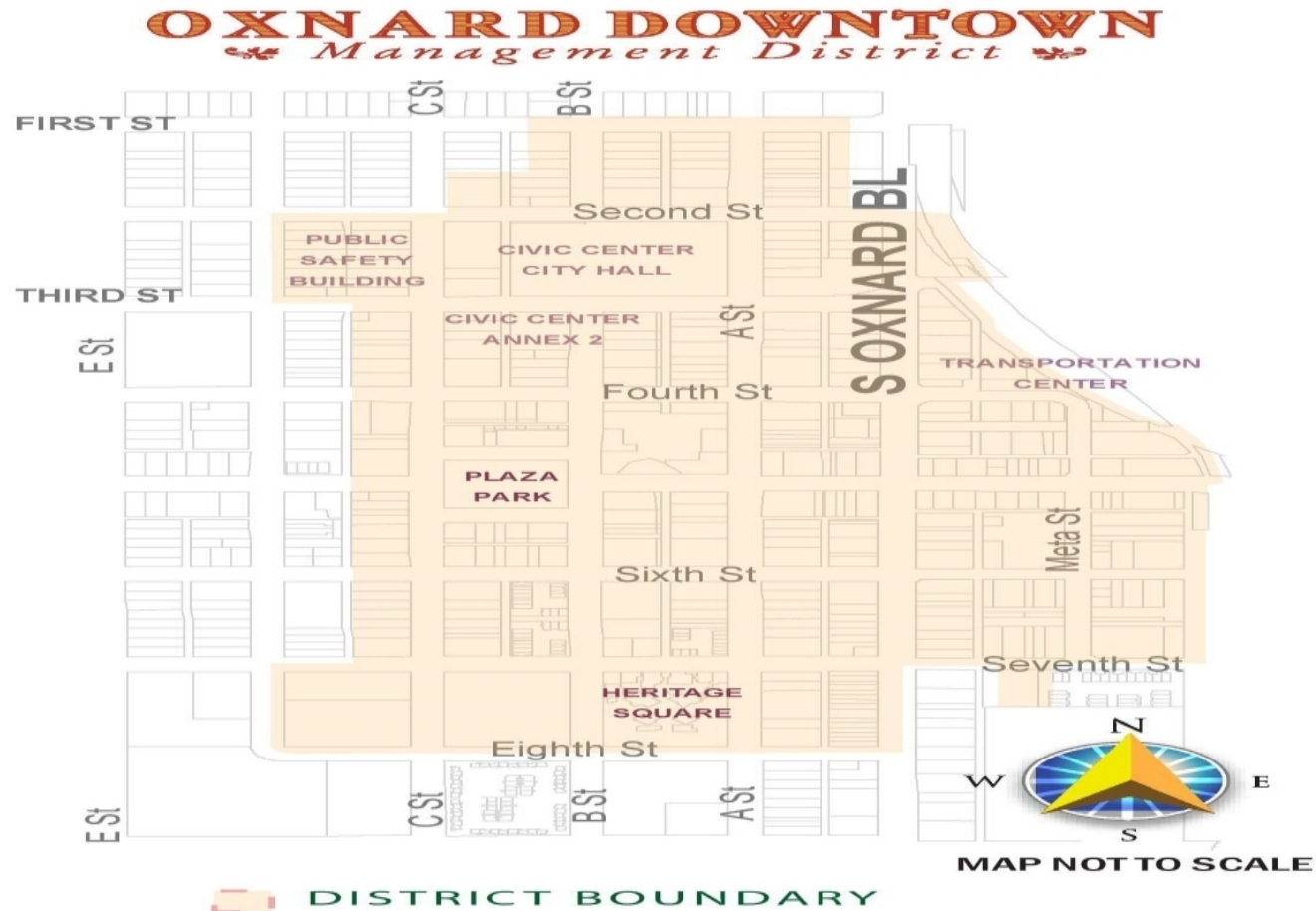
Emilio Ramirez, Housing Director
Housing Department

Community Services, Public Safety, and Housing & Economic Development Committee
November 12, 2024

Background

1. 2000 ~ City Council established Oxnard Downtown Management District (ODMD), a property-based business improvement district
2. City is largest property owner in the district.
3. In 2019 ~ ODMD became 501(c)(3), a public benefit nonprofit corporation incorporated as Downtown Oxnard Improvement Association (DOIA).
4. District boundaries were expanded in 2024.
5. District has been renewed five times and authorized until December 2029
6. City Council adopted a resolution to approve the levy and collection of assessments against real property within the District annually
7. City serves as the pass-through agency which levies the assessments for the District
8. Mutual goals of having a robust and thriving downtown

Background



Management & Disbursement Agreement

1. On June 1, 2021 City of Oxnard entered into Agreement with Downtown Oxnard Improvement Association (DOIA).
2. Purpose of this agreement: establish the contractual relationship between the City and the DOIA, and each of the parties' responsibilities.
3. Section 4.7.1 requires DOIA to prepare annual work plan and budget in accordance with Section 36650 of the Streets and Highways Code, and Article XIII.D of the California Constitution. City Council to approve each year before December 1st.



**WORKING
TOGETHER
FOR A BETTER
DOWNTOWN**

Annual Work Plan and Budget

Committee Structure

1. Organization Administration
2. District Identity and Placemaking
3. Civil Sidewalks
4. Land Use



Organization Administration

The Organization Administration Committee oversees staff and day-to-day operations which includes insurance, finance, board policies, meetings, fundraising, and government relations.

Proposed Projects:

1. Outreach to new members in expansion area
2. Board development training
3. Increasing stakeholder communications
4. Recruiting volunteers
5. Presentations to community organizations
6. Hosting networking events
7. Updating databases
8. Surveying merchants & property owners
9. Applying for grants

District Identity and Placemaking

The goal of the District Identity and Placemaking Committee is to enhance downtown Oxnard's brand, improve public perception, and position the District as a regional business and cultural attraction.

Proposed Projects:

1. Build out a full service visitor center
2. Expand partnerships with local colleges
3. Engage artists and local art organizations
4. Create pop-up cultural experiences
5. Reach 20,000 Instagram followers
6. Promote targeted business promotions
7. Offer event production support to event organizers
8. Improve landscaping and container gardens
9. Install street pole banners

Civil Sidewalks

The purpose of the Civil Sidewalks Committee is to ensure that a clean and safe downtown is being maintained including street frontage, public parking lots, and alleyways. This committee also oversees the maintenance provider contract and relations with the Public Works and Police Departments.

Proposed Projects:

1. Continue hosting monthly meetings with stakeholders
2. Work with faith-based organizations on homeless outreach
3. Deploy security cameras
4. Organize District Cleanup events
5. Provide Narcan training to staff
6. Advocate for signs in public parking lots

Land Use

The Land Use Committee oversees all issues related to parking, transportation, planning, zoning, new developments, and outdoor dining encroachments.

Proposed Projects:

1. Compile market data on vacant properties, pedestrians & traffic counts
2. Promote available buildings and spaces downtown as investment opportunities
3. Activate underutilized properties
4. Recruit specialty retail to fill gaps in merchant mix

Annual Work Plan Budget

Annual Work Plan	Allocation	Amount
Civil Sidewalks (maintenance service contract, uniforms, tools, supplies, and security guard service)	58%	\$335,000
District Identity (advertising, banners, event production, printing, public art, website, and holiday decor)	14.5%	\$83,995
Administration (salaries for executive director and administrative assistant, rent, utilities, insurance, and supplies)	27.5%	\$159,187
Land Use	0%	\$0
TOTAL	100%	\$578,182

Financial Impact

The adopted fiscal year 2024-25 City budget allocated \$156,052.78 in account number 1014104-57410 for payment of the assessments associated with City, Successor Agency, and Parking Authority owned real properties within the District. The remaining District revenues, which are projected at \$395,765.22, will be collected by the County and paid to the City, who will then remit payment to the District using account number: 561 8110 57410.

Recommendation

That the Community Services, Public Safety, and Housing & Economic Development Committee recommend that the City Council approve the Downtown Oxnard Improvement Association annual work plan and budget for fiscal year 2024~25.

