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Ending the conference on a high note, The Superb Seven - from left, Ashley Ditmer, Taylor Norman, Sarah Marcia, Liza Hall, Elizabeth Comstock, Madison Webb, Noelle Bisson- received a standing ovation for their inspiring accomplishments. But their story doesn't end in Petaluma, or Monterey. Their appearance at our conference inspired them to ponder a new venture as they recognized that by sharing their story they could encourage teens in communities throughout California to embrace a cause and make a difference! Their first two "road shows" are in the works now as the City of Gilroy and the Grass Valley Downtown Association invited the girls to make guest appearances in their respective communities.

By All Accounts, A Superb Conference

From the opening workshop to the closing keynote, our 2006 conference in Monterey received high marks. When asked post-conference to rate their overall conference experience, 57 percent of respondents rated their experience as "Good" and 43 percent gave their experience a "superb" rating. In other words, 100 percent satisfied!

Equally impressive were the individual session evaluations. Our two keynote sessions, Dan Burden's passionate discussion of walkable communities and our closing session with The Superb Seven—young women from Petaluma whose persistence landed a movie theater in their downtown—each received **100 percent "Superb"** session evaluations. Proving a popular topic and speaker as well was Roger Brook's whose Branding Workshop was rated "good to superb" by 96 percent of attendees. All in all, the feedback was that across the board, we delivered quality sessions, good

networking opportunities and attendees returned home with a few new ideas and inspiration.

We appreciate all who took the time to complete the session evaluations and post-conference survey. Your feedback is already in use as we begin planning our 2007 conference to be hosted by Downtown Long Beach Associates on October 24-27.

If you enjoyed the Monterey conference, you're going to love Long Beach! We promise the best educational sessions, fun venues for our receptions, great recreation (and nightlife!) and plenty of reasons to stay for the weekend. Plus easy and affordable flights into Long Beach on Jet Blue from Oakland, means no excuses for our Northern California members!

President's Message

Working Together Delivers Success

I want to use this opportunity to give you feedback on our September conference in Monterey.

There is a three-fold purpose for this update. The first is to thank those of you who were able to take time from your busy schedules to attend this year's conference. The second reason is to let those of you NOT in attendance know what you missed, not only in my words, but to let you hear directly from our peers. And lastly, I need to thank all those who labored behind the scenes to make the conference the success it was.

Last things first. Thanks, of course, to conference coordinator, and past CDA president, Laura Cole-Rowe for her work this past year as conference coordinator. Thanks also to past presidents Lani Lott and Mary Coburn (current CDA First Vice President) for their diligence in planning and logistics assistance during the conference. Special thanks, as always, to Carol Thompson, CDA Coordinator, basically for everything. Carol makes it happen at CDA and her work at the conference was extraordinary.

Although they will all say thanks are not necessary, mention must be made of all the help and assistance provided by your CDA Executive Board: Immediate Past President Roland Peterson, Craig Smith, Kent Smith, Howard Levine, Gail Stewart, Mark Brodeur, Colin Strange and Bryan Wenter.

Thank you now to our sponsors and all those in attendance who participated in making the sessions in Monterey the best received ever!

Here are a few highlights:

- 92 percent of survey respondents rated the overall quality of sessions as being "good to superb."
- 70 people attended Roger Brooks' branding workshop and 96 percent rated the session as very helpful.
- Along with Dan Burden and the Superb Seven, whose presentations were antidotes to cynicism, attendees were inspired by Barbara Wold, entertained (and educated) by Craig Semmelmeier and Sudhish Mohindroo, woken up by Rex Hime, impressed and challenged by Jim Peters, pleasantly parked in Cooper Marcus' session, and appreciated the expertise shared by the presenters in all of the other sessions.

For those who were unable to attend, we missed you and hope you can join us in 2007.

Over these next months we will keep



you posted on our plans for next year's conference in Long Beach, October 24-27, 2007.

We will also share with you our plans to bring more educational components to you as we work to introduce regionally-based workshops in 2007. Our goal is to serve you even better as we know that the geographics of our state represent a challenge in our getting together, in person, even yearly.

In conclusion, allow me to reach out to you and remind you that we want to hear from you. We need your input and we need your participation and support. Keep those cards and letters (and emails) coming in and let us know what is important to you.

Florence Weiss

Californian's Defeat Eminent Domain Measure, for Now

From California Business Properties Association

Going against the tide of other states approving eminent domain related initiatives, California was one of a few states that failed to approve an initiative related to the Kelo United States Supreme Court ruling. Below is a brief summary and fate of these measures. Take note, there is already a buzz about future ballot efforts in California that might be modeled after some of the state initiatives that passed.

Arizona Proposition 207 (Private Property Rights Protection Act) Measure defines public use to mean only the public will own and use the land and declares that the public benefits of economic development, including increased tax revenues and employment, shall not constitute a public use. Passed with 65% of the vote

Florida Amendment 8 (Eminent Domain)

Prohibits the transfer of private property taken by eminent domain to a natural person or private entity; providing that the Legislature may by general law passed by

a three-fifths vote of the membership of each house of the Legislature permit exceptions allowing the transfer of such private property; Passed with 69% of the vote

Georgia H.R. 1306 (Condemnation of Property)

Requires that the condemnation of property for redevelopment purposes must be approved by vote of the elected governing authority of the county or city in which the property is located; to restrict the use of eminent domain for redevelopment purposes to the elimination of harm; to provide that the use of eminent domain by counties and municipalities shall be subject to limitation by general law; and to prohibit the use of eminent domain by certain non-elected local authorities. Passed with 82% of the vote

Michigan Proposal 06-4 (Constitutional Amendment to Prohibit Government from Taking Private Property by Eminent Domain for Certain Private Purposes) Prohibits government from taking private property for transfer to another private individual or business for purposes of

Continued on page 5

Become a *Certified Downtown Professional* through the CDA's Professional Certificate Program

2007 Courses in the Series Offered in Oakland

Gain the skills you need and the recognition you deserve through this unique University-sponsored certificate program, designed especially for those working in the field of downtown revitalization. In partnership with the College of Extended Learning at Cal State San Bernardino, CDA is proud to introduce the *California Downtown Association Professional Certificate Program*.

The certificate program, consisting of four short courses, led by some of the best downtown revitalization specialists available, is conveniently formatted for busy people. Successful completion of all four courses will earn each participant a certificate designating him or her as a "Certified Downtown Professional", along with 5.6 continuing education units (CEUs). *Courses can be taken individually, in any order, to strengthen knowledge in specific areas without the obligation of completing the entire certificate.*

Two Courses Offered February 20 - 23, 2007 in Oakland, CA

Promoting Downtown Programs and Businesses

Reviews the crucial work of promoting and attracting economic development to downtown; includes information on real estate activity, special events, the arts, marketing and special campaigns. Issues of image and perception within the media are covered also.

Fee: \$450 (includes materials)

Days/Dates: Tuesday and Wednesday, February 20 and 21, 2007 (2 meetings)

Time: 8:30 am–4:30 pm

Location: Oakland, CA—CSU East Bay's Oakland Professional Development and Conference Center

Instructors: Lani Lott, president, L.L.Consulting and Al Zelinka, AICP, CMSM, principal, RBF Consulting's Urban Design Studio.

Downtown Capital Projects: Development & Implementation

The development of downtown capital projects from the perspective of planning, building and safety, CEQA, the bid process, project management, parking / traffic studies, pedestrians and public space.

Fee: \$450 (includes materials)

Days/Dates: Thursday and Friday, February 22 and 23, 2007

Time: 8:30 am–4:30 pm

Location: Oakland, CA—CSU East Bay's Oakland Professional Development and Conference Center,

Instructor(s): Nicole Criste, principal, Terra Nova Planning & Research, Inc.

Registration Deadline: February 5

Location information: The Oakland Professional Development and Conference Center is located at the corner of Broadway and 11th Street, in the heart of downtown Oakland's City Center area. It can be accessed conveniently by local mass transit (BART) and local interstate freeways. The center is only 15 minutes from the Oakland International Airport.

For more information and links to registration, visit our website at www.californiadowntown.com or Register online at <http://cel.csusb.edu>

For more information, please call (909) 537-5976 or E-mail cel@csusb.edu.

Register early! Space is limited.

CDA's Regional Workshops Coming in 2007

CDA's mission is to be the primary educational resource and network for downtown and business district professionals. Our annual conference and our new certification program accomplish part of that mission, but we believe that facilitating member to member networking and delivering quality educational opportunities requires more than a once or twice a year gathering.

We are currently finalizing plans to launch single-day regional workshops in 2007. Our goal for these single-topic workshops is to provide affordable-no overnight- stay-required, in-depth training on topics ranging from BID formation/renewal/ best practices to grantwriting and organizational management, for example.

The regional workshops are also viewed as an opportunity to bring together members to build regional relationships and to encourage casual meetings among our members on a regular basis. We know that one of the greatest values of attending our conferences is the opportunity to meet other members and share experiences and ideas. The regional workshops expand that opportunity while also providing CDA an opportunity to attract new members in each region.

If you have any requests for specific topics or locations for the workshops, please email Carol Thompson at info@californiadowntown.com

We look forward to announcing details in early February!



Joy Meredith, President, Palm Springs Downtown Association, Wendy Grant, The Planning Center and Kathy Van Horn, City of Palm Springs, accept award for Planning for the Palm Springs Downtown Strategic Plan

Congratulations 2006 Crystal Eagle Achievement Award Winners!

◆ For the Downtown Strategic Plan for the City of Palm Springs, **The Planning Center** received top honor for their collaborative work.

◆ For excellence in Special Events, **The City of Long Beach and Downtown Long Beach Associates** were recognized for their role in the development of an event that has become a model for bringing race fans to town each year to enjoy a world-class race event in the heart of downtown.

◆ The City of Oakland was recognized for their "Meet Downtown Oakland" marketing program

◆ The City of Fairfield of Fairfield was honored in the category of physical improvement for their city center redevelopment.



Amy Reiland, Downtown Long Beach Associates, Travis Brooks, City of Long Beach and Kraig Kojian, Downtown Long Beach Associates accept award for Special Events for the Long Beach Grand Prix



Curt Johnston and Mayor Harry Price accept award for Physical Improvement on behalf of City of Fairfield for the City Center redevelopment project.



Jim Macilvaine accepted the award for Marketing on behalf of the City of Oakland

San Francisco Entertainment Commission a Model for Emerging Districts

One of the most highly rated sessions attended in Monterey was "That's Entertainment," a primer on mitigating potentially adverse by-products of late night venues presented by Jim Peters of the Responsible Hospitality Institute and Jocelyn Kane, Deputy Directory, San Francisco Entertainment Commission. (Visit CDA's resource library on our website under the Members Section for their presentation handouts.) The topic is timely and important as more districts are attracting, or looking to attract, businesses that create a nightlife.

Fortunately, there are good resources available to help guide the formation and successful development of entertainment districts, not the least of which is the Responsible Hospitality

Institute. Their website, www.rhiweb.org is worth perusing for their clearinghouse of articles (including one on the history/formation of the San Francisco Entertainment Commission), links and archived "webinars" available for download.

Additionally valuable is The City of San Francisco's Entertainment Commission website as a primary source for sample ordinances and permits.

Established in 2003, the Entertainment Commission acts as a system of coordinated planning and permitting for cultural, entertainment, athletic and similar events and establishments. The Commission accepts, reviews, and conducts hearings for entertainment-related permit applications, and plans and coordinates the provision of City services for major events for which there is no recognized organizer, promoter, or sponsor. The Commission also mediates disputes between entertainment operators and organizers and affected peoples.

According to RHI, "it is perhaps the only Commission in the country with such duties and powers that strives to balance the benefits of a vibrant entertainment and late-night entertainment industry with the needs of residents and businesses in the vicinity of entertainment venues."

Permits, applications and forms available on the Commission's website include: Itinerant Show Information Form, Loudspeaker Permit Application, One Night Dance Permit - Adult, One Night Special Dance Permit Youth, One Night Event Permit Package, Place of Entertainment/Extended Hours Questionnaire.

Visit www.ci.sf.ca.us/site/entertainment_index.asp to download permit samples and ordinance wording.

Legislation -Continued from page 2

economic development or increasing tax revenue. Provides that if an individual's principal residence is taken by government for public use, the individual must be paid at least 125% of the property's fair market value. Requires government that takes a private property to demonstrate that the taking is for a public use. If a property is taken for the purpose of eliminating blight, a higher standard of proof is required to demonstrate that the taking is for a legitimate public use. Passed with 83% of the vote.

Nevada Question 2 (Nevada Property Owner's Bill of Rights) Amends Article 1 of Nevada's Constitution regarding the determination of public use of property, payment for private property taken under eminent domain actions, compensation for economic loss from government actions, and the rights of property owner's with respect to court proceedings. Passed with 63% of the vote.

New Hampshire Question 1 (Power to Take Property Limited) Prohibits the use of eminent domain if the property is to be transferred to another private entity for private development. Passed with 86% of the vote.

North Dakota Initiated Constitutional Measure 2 (The Taking of Private Property for Public Use) Provides that the taking of private property for public use or purpose does not include public economic development benefits and that

private property could not be taken for private benefit unless necessary for conducting a common carrier or utility business. Passed with 67% of the vote.

Oregon Measure 39 (Prohibiting Public Body from Condemning Private Real Property if Intends to Convey to Private Party) Prohibits public bodies from condemning private residence, business establishment, farm, or forest operation if government intends to convey all or part of the property to another private party. Excludes property condemned as dangerous to health or safety, or for transportation or utility services; allows government to lease condemned property for accessory retail uses. Passed with 67% of the vote.

South Carolina Constitutional Amendment 5 (Eminent Domain) Prohibits the State or a local government from condemning, or taking, private property for any purpose except for a public use, and says that economic development in itself is not a public use; allows the General Assembly to pass a law that allows condemnation for a private use only if the property is blighted and is dangerous to the community's safety and health and if fair compensation is paid; and deletes language about condemnation of blighted areas by some specific local governments. Passed with 80% of the vote.

Making Waves in Monterey



Dan Burden was fantastic! He energized me to get home and start working - Great ideas!



"I loved every minute of the workshop. Roger Brooks' passion is infectious!"

Thank You, Sponsors

RBF Consulting's Urban Design Studio

California Main Street Alliance

Downtown Resources

Harrington Decorating Company, Inc.

Pacific Municipal Consultants

RRM Design

STAR Business Consulting



"Have Barbara Wold come back. Touch on ways we can get merchants to embrace her ideas"





“Wonderful Superb Seven! They Get it! Don’t take no for an answer!”



Some of the conference presentations and handouts are now on our website. Login to members section and go to “Resource Library.” Files are available under Monterey Conference. Also, the Superb Seven DVD is available by mail. To request a copy, email info@californiadowntown.com

Building Better Organizations

YOUNG VOICES IN THE BOARDROOM by Betsy Rosenblatt

The closing keynote at the Monterey conference by the young women known as The Superb Seven was a powerful reminder that we have a terrific resource within our communities-- our teens and college students-- who might be looking for ways to become engaged in the efforts to revitalize our city centers. The following article provides food for thought and might inspire some of our members to broaden their boards to bring in a younger perspective.

One in every four US residents is under 18. Young people are members of our communities, clients of our organizations, as well as its future leadership. That's why more organizations are involving young people in new ways, including as board members. Young people are willing to work and eager to learn, so why not take them up on it?

Why bring a young person onto your board? There are many reasons, but here is a sampling.

- Diversity of viewpoint: Young people may offer creative thinking and fresh perspectives that may not be present on your board.

- Long-term growth: How better for young people to learn about nonprofits, leadership, and contributing to their community than through board service? How better for your board to ensure it won't wither and die when current members retire from service?

- Community outreach: Youth have powerful and effective informal networks. If you want to reach young people in your community, recruiting two to serve on your board may be a great way to do so.

When you bring up this idea with others on your board, some people may object. They might say that teenagers don't know how to be board members, or that high school students will leave the area after graduation. It WILL take commitment from the adults on the board to make it work. You may need to adjust meeting times, bylaws, or board member requirements. But some of the changes you might enact - such as reducing the use of jargon and acronyms, making financial reports easier to understand, or creating a board member mentor mechanism - are changes that can be good for everyone on the board.

Following are potential obstacles to young people serving on boards and how to overcome them.

- Legality and bylaws. Most state laws are silent on the issue of minors serving on boards, but you might want to check with an attorney or local resource center who can outline your state's laws. Many organizations specify age limits for board members, on



both ends. It is easy to change bylaws to make your board more inclusive.

- Budget. You may need to include money in your budget to make board meetings more accessible to young people. This might include serving food at meetings if they're right after school or providing transportation.

- Board member requirements: If your board requires, for example, personal financial contributions of a fixed amount or higher, it may be preferable to change the requirement to "a level that is personally meaningful." In another example, you may need to be willing to accept high school seniors for one-year terms instead of the usual two-year terms.

Want to start now? Here are some steps to get you started.

- Assess your willingness and readiness: Are your board and staff willing and able to make changes?

- Look to your constituents. Who are you serving? Find two or three young people

who are in your pool of clients, students at local schools, or involved in related activities to your mission.

- Call your local Volunteer Center to see if they can help find potential young board members. Many of them have or know of special programs to train and place young people on boards.

- Plan a strong orientation. Young people need the same equipment and background as adults on your organization, as well as some basics on the nonprofit sector and how meetings are conducted.

- Conduct training. Both young people and adults benefit from ongoing board development programs.

There was a time when all board members were new to nonprofits and philanthropy and had to find their way around. What better time to make that happen than when people are young and open to new ideas, and full of creativity and energy?

An organization called Youth On Board has done a great deal of thinking about how and why to bring young people onto the board. They publish "Fourteen Points for Successfully Involving Youth in Decision-Making" Call them in Massachusetts at 617-623-9900, or visit their website at <http://www.youthonboard.org>. NCNB co-published with this organization, "Youth on Board: Why and How to Involve Young People in Organizational Decision-Making" Call 800-883-6262 or visit www.ncnb.org.

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Business Nuts and Bolts

Ten Tips To Help Get Your Store Ready For 2007

By Bob Phibbs, the Retail Doctor

1) Clean everything in your store.

Now I don't just mean the tops of your leftovers from the holidays. I'm talking take everything off the shelf carefully. Clean the shelf. Clean the merchandise with clean cloths as necessary. Check to make sure they are all priced. Place them in new combinations. If you have handmade signs, replace them. If your plastic POP holders are cracked or dirty - replace them. If you have a bathroom either public or private, clean it thoroughly. Next move out onto the sales floor and clean the carpet or tile. Move everything off and clean into the corners. You'll be amazed at how different your store can feel.

2) Check your lighting.

After the holidays, there are often burnt out bulbs. Replace all of them with at least six to spare. Make sure you have both spot and flood lights. Clean off the spot light holders of dust while you're up there. Refocus and re-aim to make the merchandise POP.

3) Clear off all the outside materials

 – free gym memberships, auto loans, etc. Your counter space is valuable. Clean it off entirely and only put a few impulse items for your store back.

4) If something is on clearance sale, make it short and deeply enough discounted to move.

 20% off won't do it in this day and age. Holiday items left past January 7 make your business look tired and dated. Instead of paying for storage space and risking it getting broken, either discount it or give it away. Packing it away is useless. If it didn't sell last year, it won't sell in the new year any better.

5) Keep hiring.

 Sure it is a slow time of the year but does that mean no one is out spending? Or

course not. Don't manage your business down due to lack of labor. Of course it is hard to get good employees. Always has been. But that's no excuse to run short. Customers don't want to wait.

6) Keep teaching.

 You don't get bonus points by being the only one on your sales floor who knows how to take care of that silk dress, or what washer to place on the faucet, or how to mask the scratch in a fine piece of furniture. Take your top ten sellers and make a list of things you know about them. Have your sales representative help you if you want. Then teach the features and benefits to every one of your sales team.

7) Get away from it all being about price.

 You need to make a profit. So what if another competitor has a similar product to yours. A lot of things look the same, the quality is in the single-stitch tailoring or the fact your product has been prewashed so the way it fits now is how it will always fit. Or your patio umbrella has a strong maple frame so high winds won't break it down like cheaper woods.

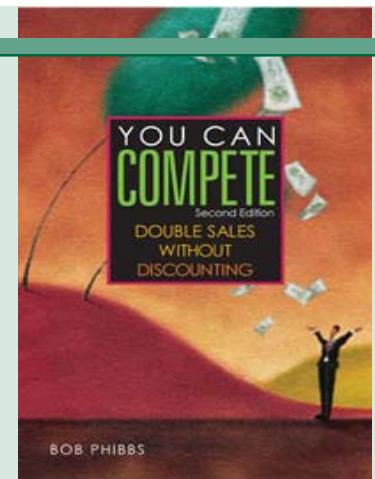
8) Improve your management skills – rent, buy or Netflix the Apprentice.

 I'm a big believer in teaching by watching. The Apprentice each episode showed how people work together as a team, or not. Consider watching the disks and coming up with a lesson to talk to your own crew about each week based on what you saw.

9) Create a contest for whoever has the highest average ticket.

 As one of the three ways to increase sales (the other two are increase frequency and increase prices,) it is the most dependent on your sales team to get more than one item out the door. That's not pushing something on your customers but having salespeople able to pair up your merchandise. Rewarding them only makes sense if they do it.

10) Join a trade organization or if you are a member, commit to go to their conference.

 I know, you're "too busy."

You Can Compete gives concrete advice thousands have profited from. Having worked in retail stores 50+ hours a week, Phibbs shares what to do when a competitor backs you up against a wall. With a proven track record of success, this book is for any independent business owner, whether you are being challenged by big-box stores, doing great and want to do even better or just starting out, this book can help anyone grow their sales.

From nurseries to coffeehouses, from bookstores to hardware stores, you can compete – as long as you are creative and willing to change. **You Can Compete** spells out how you can change any business by focusing on your own four walls, selling like a pro and creatively marketing your business.

Visit www.retaildoc.com to order a copy.

If someone gave you two tickets to Hawaii but you had to make the flight that night, you'd probably find a way to do it. That's because you would see the value and commit to making it happen. If it is a cost issue, remember if you only got two great ideas from it, it would more than pay for itself.

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Welcome New Members

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Old Monterey Business Association
Oldtown Salinas Association

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Thank You Renewing Members

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