



# City of Thousand Oaks

## BUSINESS ROUNDTABLE (BR)

July 10, 2007

The Acorn Room

2100 Thousand Oaks Boulevard

### Summary Notes

**Call to Order** by Phil Koonce (Chair), 8:05 a.m.

**Roll Call:** Present: Phil Koonce (Chair), Denis Wilson (Vice-Chair), Cheryl-Lee Brown, Anthony Kourounis, John La Rocca, Susan Murata, Ashish Vaidya, Dixie Vollmer

**Staff:** Gary Wartik, Economic Development Manager; Mary Lech, Assistant Analyst

**Absent:** Suzanne Luce, Rick Principe

**Public Comments:** Jan Smith, Thousand Oaks/Westlake Village Chamber of Commerce, Governmental and Economic Development Manager; Chamber events: Making Technology Work for You, July 13, 2006, Los Robles Greens Banquet Center, 7 p.m.; July After Five Mixer, July 18, 2007, Sotheby's, 5:30 p.m.

### **Sub-Committee Reports/Action:**

#### **Small Business Support -**

Dr. Vaidya provided handout that included: 1) Small Business draft *Resource Guide* (for linking to City website), 2) Draft recommendations for submittal to City Manager on staff actions. Suggestions - keep resources in the Guide local, pertinent, and easy to navigate. Final committee memo is anticipated to go to the City Manager in September and then to City Council on September 25, 2007, Dr. Vaidya will represent the committee.

Roundtable members will review the City website at the September 2007 meeting.

#### **Buy Local –**

Ms. Brown reviewed Buy Local Survey goals and procedures for visitors. Handouts were provided:

1. Research and Awareness Survey for The Oaks Shopping Center, the Janss Marketplace and The Oaks Buy Local Program
2. Thousand Oaks' Buy Local Campaign Awareness Study



3. Report Summary for the Buy Local Awareness and Merchant Survey
4. The Merchant Survey for the City of Thousand Oaks
5. Support the Thousand Oaks/Westlake Village Regional Chamber of Commerce Buy Local Program
6. Draft Buy Local web page.

Survey results provided a basis for dialogue on environmental and economic impacts of buying locally; Suggestions resulting from July 9, 2007 Buy Local meeting: 1) Website should explain what Buy Local means; 2) Indicate how business owners may join Buy Local program; 3) How community may access Buy Local webpage on City and Chamber of Commerce websites.

Research is being conducted, using Philadelphia and Portland, Maine's buy local programs as models, in connection with making the Buy Local program financially self-sustaining. Preliminary observations: 1) Charging for membership and services would help Buy Local be financially self-sustaining; 2) Chamber and City would operate in partnership, website could be handed off to the Chamber in time; 3) Advertising is important for creating sense of business website awareness; 4) Ms. Brown is contacting Thousand Oaks Rotary Club to participate in annual Business Forecast program next March, and to gain Buy Local exposure; 5) Pro-active advertising for the holidays should begin well in advance of the holidays (approximately \$9,000 remaining in advertising budget); 6) Civic Arts Plaza Marquee will continue to display Buy Local advertising; 7) Placards placed at Public Works projects sites saying, "This is your tax dollars at work," reminds citizens to buy locally and therefore support the community.

**Permit Processing – No Report.**

**Parking –**

Auto Mall representatives and City staff are working together on Auto Mall parking plans; Conceptual plans have been completed.

**Building Heights –**

Thousand Oaks Boulevard Association (TOBA) and the Business Improvement District (BID) are preparing a report to City Council for October 2007.

**Roundtable Comments:**

Mr. Wartik – 1) Entitlement of Home Depot project on Hampshire Road likely to be heard by Planning Commission in January or February 2008; EIR is required (6 months to complete process). Formal status report from BID will be brought to the Roundtable at the September meeting. Rick Principe or Cal Johnston will present.



Ms. Vollmer – 1) Expressed regrets about Hungry Hunter Restaurant closing after 35 years; 2) Parking on Conejo School Road is dangerous, cars allowed to park too close to the corner.

Mr. Koonce - Business Roundtable should be prepared to discuss next 12-month program of work during September 11 meeting, for consideration by City Council in October.

Mr. Koonce – Discussed new committee formation (see attached).

**Adjournment:** Adjourned 9:35 a.m. to Tuesday, September 11, 2007, 8:00 a.m. in the Acorn Room.

CMO:115-75/me/cmmlch/BR/summarynotes0612 2007



**Business Roundtable Sub-Committee**  
**2007-2008**

**Building Heights**

Dan Overton - Chair  
Cheryl-Lee Brown  
Tony Kourounis  
Dixie Vollmer  
Rick Principe

**Buy Local**

Cheryl Lee-Brown - Chair  
Tony Kourounis  
John La Rocca  
Suzanne Luce  
Susan Murata  
Denis Wilson

**Thousand Oaks Boulevard**

Rick Principe – Chair  
Cheryl-Lee Brown  
Phil Koonce  
John La Rocca  
Denis Wilson

**Parking**

Susan Murata - Chair  
Phil Koonce

**Small Business Support**

Ashish Vaidya – Chair  
Tony Kourounis  
John La Rocca  
Denis Wilson

