



DVP Board Meeting Board Meeting Minutes, February 25, 2015

- 1) Call to Order & Introductions.
 - a) President David Armstrong called the meeting to order at 8:39am.
 - b) DVP Directors Present: President Armstrong, David Comden, Angie Hecht, Mike Merewether, Treasurer Greg Smith, Jeff Smith, Christy Weir, Vice President Doug Wood. Quorum met. Other attendees: Executive Director Kevin Clerici, Project Manager Meredith Hart, Operations Manager Robert Vasquez, Jeff Lambert (City of Ventura), Mayor Cheryl Heitmann, Barbara Evans (Downtown Parking Committee/Downtown resident), Police Cmdr. Sam Arroyo, Pauline Krovinko (Visitors Center intern), Chelsea Soto (Visitors Center).
- 2) Approval of January DVP Minutes:
 - a) Motion made by David Comden, seconded by Greg Smith. Passed unanimously.
- 3) Approval of January DVP Financials:
 - a) Motion made by Jeff Smith, seconded by Mike Merewether. Passed unanimously.
- 4) DVP Action Items:
 - a) Authorized staff to explore and move forward with Goodwill Expanded Subsidized Employment program. Motion made by Mike Merewether, seconded by Doug Wood. Passed unanimously.
 - a) Authorized staff to hire Kandi Drane, CPA, of Drane, Ludington & Associates LLP to prepare 2014 financial review. Motion made by Greg Smith, seconded by Christy Weir. Passed unanimously.
- 2) Reports:
 - a) Executive Directors Report:
 - i) Downtown sales tax data for Third Quarter 2014 is \$213,375. Down slightly from 3Q 2013, but cumulative 1Q-3Q 2014 is slightly above 1Q-3Q 2013 totals, which was a record year.
 - ii) STRIDER Championship series coming to the Ventura Pier on May 9. New event.
 - iii) Pilot program for Park Security Ambassador on track; expected March start.
 - b) Police Report: Commander Sam Arroyo
 - i) No calls for thefts in parking structure in February.
 - ii) Anticipated increase in vagrants and calls for service as Spring weather comes.
 - c) VVCB Report:
 - i) Now using Brooks Institute intern and intern (Krovinko) from France.
 - ii) Ventura a finalist municipal makeover/reinvention awards for Sunset Magazine.
 - iii) Ventura recognized as one of the most accessible beach towns in Men's Journal.
 - d) Parking Report:
 - i) Parking survey draws large response, but no calls for major changes. Existing rules will remain.
 - ii) RiverPark Settlement Agreement going before Council subcommittee on Feb. 26.
 - e) City Report: Jeff Lambert
 - i) Summer Concert Series is on track.
 - ii) VLCA looking to renew a year early, and increase from 1.5% to 2%.
 - iii) Trade Desk has signed lease to move into 42 Chestnut St building.
 - iv) Ventura Botanical Gardens contract going to Council in March.

Meeting adjourned at 9:55am. Minutes submitted by Kevin Clerici, Meredith Hart.

A handwritten signature in black ink, appearing to be "Kevin Clerici". The signature is stylized and cursive, written over a white background.