



DVP Board Meeting Board Meeting Minutes, August 28, 2013

I. Call to Order & Introductions:

President David Armstrong called the meeting to order at 8:38am.

DVP Directors present: President Armstrong, Vice President Doug Wood, Treasurer Greg Smith, David Comden, Mark Hartley, Mike Merewether, Jeff Smith. **Quorum met.**

Other attendees: Executive Director Kevin Clerici, Project Manager Meredith Hart, Peter Brown (City of Ventura), Jeff Lambert (City of Ventura), Police Cmdr. Al Davis, housing developer John Ashkar, Brett Ashkar, Arianna Ashkar and architect Scott Boydston (Rasmussen and Assoc.), Barbara Evans (Downtown Parking Committee/downtown resident).

II. Approval of July DVP Minutes:

- a. DVP July minutes approved with change to reflect request made by Mike Merewether for monthly updates on Fiber Initiative. Motion made by Greg Smith, seconded by Mark Hartley. Passed unanimously.

III. Approval of July DVP Financials:

- a. DVP June financials approved. Motion made by Mike Merewether, seconded by David Comden. Passed unanimously.

IV. DVP Action Items:

- a. Motion of support for Ashkar Downtown Housing Project, at this stage, through DRC. Motion made by Doug Wood, seconded by Mark Hartley. Passed unanimously.
- b. Approve amendment to Block By Block contract to include \$5,000 increase for Operations Manager salary. Motion made by Mike Merewether, seconded by Jeff Smith. Passed unanimously.
- c. Move forward with Tourism Branding Project by hiring Dupuis Group, in a joint venture with the Ventura Visitors & Convention Bureau. Motion made by Mark Merewether, seconded by Greg Smith. Passed unanimously.

V. Reports:

- a. Police Report – Cmdr. Al Davis
 - i. Calls for service remain flat. Santa Clara Parking Structure cameras are a deterrent.
 - ii. Auto burglaries down.
 - iii. Alcohol Beverage Control calls are down, testament to good security trainings.
- b. City Report: Peter Brown/Jeff Lambert
 - i. Santa Clara River bottom cleared of camps. Homeless 2 Home housing specialist hired and working with needy individuals.
 - ii. Botanical Gardens proposal to reach Council for a possible use permit later this year.
 - iii. Summer Concert Series still in the works for 2014. Refining noise conditions in permit.
 - iv. Need larger conversation about Downtown sidewalk furniture.
- c. Mission Museum District/Fiber/Executive Director Report: Kevin Clerici
 - i. Hired designer for Mission-Museum District plan has met with all surrounding property owners, relevant City staff, City's Parks Commission. Now refining schematics and formal plan.
 - ii. DVP to hire social media expert to highlight downtown's unique offerings and people.
 - iii. Digital West and City to conduct a test pole for fiber optics through traffic signals.
 - iv. Solar-powered, compacting Big Belly trash bins to be installed, beginning 8/29.

- d. Parking Report: Jeff Smith
 - i. No over-night parking signs and meters to be installed on Paseo de Playa, to reduce illegal camping, noise, trash, and better manage popular, public lot.

VI. Public Comments:

- a. Mark Hartley would like DVP and the City to look into additions to City ordinances regarding food trucks to better distance them from brick and mortar restaurants.
- b. David Comden mentioned Hillside Conservancy will not have their concert at Arroyo Verde Park, but will have their 10th year party at Olivas Adobe on September 14th.

Meeting Adjourned at 10:31am

Minutes submitted by Kevin Clerici, Meredith Hart

A handwritten signature in black ink, appearing to be "Kevin Clerici", written in a cursive style.