



DVP Board Meeting Board Meeting Minutes, October 23, 2013

I. Call to Order & Introductions:

President David Armstrong called the meeting to order at 8:40am.

DVP Directors present: President Armstrong, Vice President Doug Wood, Treasurer Greg Smith, David Comden, Cheryl Heitmann, Mike Merewether, Jeff Smith, Ed Warren, Christy Weir.

Quorum met.

Other attendees: Executive Director Kevin Clerici, Project Manager Meredith Hart, Jayme Arnold & Teresa Purrington (City of Ventura Neighborhood Preservation), Peter Brown (City of Ventura), Joe McDermott & Rick Raves (City of Ventura Public Works), Barbara Evans (Downtown Parking Committee/Downtown resident), Sid White (Ventura Realty Co.).

II. Approval of September DVP Minutes:

- a. Motion made by Greg Smith, seconded by Cheryl Heitmann. Mike Merewether abstained. Passed unanimously.

III. Approval of September DVP Financials:

- a. Finance committee did not meet in October. Tabled to Dec. 4th board meeting.

IV. DVP Action Items:

- a. Instructed director to communicate to the Public Arts Commission that funding for traffic control boxes funded should be concentrated in a pedestrian friendly cultural district. Motion made by Christy Weir, seconded by Jeff Smith. Passed unanimously.
- b. No official board position taken on proposed City fee for license agreements/outdoor dining. Input was given to Rick Raives and Joe McDermott that DVP would like to have a more comprehensive sidewalk strategy in place.
- c. Authorized Executive Director to sign City/DVP Big Belly Advertising Revenue Agreement. Motion made by Greg Smith, seconded by Mike Merewether. Cheryl Heitmann and Christy Weir abstained. Passed unanimously.
 - i. Authorized Executive Director to develop an advertising agreement for Big Belly ad panels, with input and approval by a subcommittee consisting of chair of Promotions, Streetscape, and Jeff Smith. Motion made by Cheryl Heitmann, seconded by Ed Warren. Passed unanimously.
- d. Joint November/December board meeting was rescheduled for Dec. 4.

V. Reports:

- a. City Report: Peter Brown
 - i. Neighborhood Pres. to send letter to all of Ventura concerning sign ordinances.
 - ii. Mission Park plans moving forward. Will present at Dec. meeting.
 - iii. Newspaper rack agreements expire Summer 2014.
- b. Executive Director/Fiber Report: Kevin Clerici
 - i. Branding moving forward.
 - ii. Trolley succeeding.
 - iii. Digital West and City to conduct a test pole for fiber optics through traffic signals.
- c. Parking Report: Jeff Smith
 - i. Parking Committee did not meet in October.

VI. Public Comments:

- a. Executive Director Kevin Clerici congratulated for making Pacific Coast Business Times 40 Under 40.
- b. Discussion of sale of Downtown properties.
- c. Plaza Park LLC at Tolman & Wiker building having difficulty with City storm-water and land use standards concerning adjacent lot.

Meeting Adjourned at 11:05am

Minutes submitted by Kevin Clerici, Meredith Hart

A handwritten signature in black ink, appearing to read "Kevin Clerici", with a stylized flourish at the end.