Update for Board

January 22, 2020
Clean & Safe

- Successfully touched entire new district area
- Integrated our new equipment
- Working to add new staff
Engagement and Relationship Building

- 27 new drop in’s and conversations
- New database
- Cultivating rapport and trust
- Hearing their needs
Placemaking

- Updates on active projects
Museum of Ventura County

Mission Plaza Park

Contour grading and extend turf to new sidewalk

SAN BUENAVENTURA MISSION

Remove existing bus stop

9 new parking spaces (32 total parking spaces)

Remove existing trees & raised planters & sidewalk
POTENTIAL BOTANICAL GARDENS PARTNERSHIP AREA
Promotion

- Social media
- Photographer
- Upcoming events
- Branding
Upcoming Events

• St. Patrick’s Day Parade, Sat., March 14
• Spring Street Fair & Wine Walk, Sat., March 28
• Earthday Ecofest, Sat., April 25
2020 Priorities

• Successfully launch our daily Clean & Safe services in the expansion area.

• Continue to emphasize District wide cleanliness, particularly steam cleaning.

• Work with the CLUE Group to produce a Strategic Plan.

• Advance our parking goals related to the new parking structure and other plans in progress.

• Deploy the new Activation Manager to engage all existing and new stakeholders.

• Market Downtown as an authentic and activated cultural and retail space and increasingly residential hub of the community.
2020 Priorities

• Continue stewardship of the expanded Park Safety Ambassador Program, and seek to expand evening hours in summer.

• Organize and support high quality community events, and inform further refinements to the City Special Event permitting process.

• Support completion of the private-public alley improvements behind the Santa Clara parking structure.

• Support completion of JDA West’s Haven apartment community and champion improvements to the pier/beach at South Ash Street.

• Partner with Code Enforcement to clean up newsracks and derelict or abandoned properties.