



DVP BOARD OF DIRECTORS

Informational Meeting Minutes, July 30, 2020

Call to Order. President David Armstrong called the meeting to order at 8:37am in the Bayview Room atop the Crowne Plaza Ventura Beach Hotel.

DVP Directors present: Armstrong, Yvonne Besvold, Danny Quintana, Emily DeArkland, Mike Merewether, Eddie Melendez, Debbie Fox, Whitney Riles, Christy Weir.

Others: Executive Director Kevin Clerici, Activation Manager Julie Henszey, Pacific Coast Landscape Design landscape designer Breanne Alton.

June Financials. Treasurer Besvold reviewed the year-to-date financials, including revenues and expenses, and discussed an ongoing expense-to-budget forecasting effort through the end of the year.

ED Strategic Updates. Director Clerici and Julie Henszey presented a series of PowerPoint slides on active projects, including the Main Street Moves street closure. Updates included the status of the City Permit; improved signage and safety measures, primarily around handing out masks and mask awareness, as well as monitoring table distancing at restaurants; budget and fundraising; a new advertising campaign centered around Main Street Moves; stakeholder feedback; and the process to seek an extension of the closure into early 2021.

Other topics included current Clean & Safe staffing levels, COVID protocols, ongoing beautification efforts, changes to the Downtown Parking District budget/expenditures, the renewal of the DVP-City Park Ambassador contract through June 2021, and the County certifying the 2021 PBID assessments, which will be included on the coming tax rolls.

Reports. No City Report. DVP has hired Pacific Coast Land Design to produce a Streetscape Beautification plan. PCLD's Breanne Alton presented the latest plans, including new planting choices, treatments for various blocks along Main Street and California Street, as well as DVP's formal submittal to the City for a \$10,000 beautification grant that, if awarded, would go to new plantings and other improvements in the 700 block of Main Street. Alton had previously presented to DVP's Streetscape Committee.

No public comments.

Board members present supported holding an August Board Meeting on Aug. 27.

Meeting adjourned at 10:36am.

Minutes prepared by Kevin Clerici