



DVP BOARD OF DIRECTORS MINUTES

Feb. 25, 2021, 8:30am via Zoom

Call to Order. President David Armstrong called the meeting to order at 8:32am via Zoom.

DVP Directors present: Armstrong, Yvonne Besvold, Mark Hartley, Emily DeArkland, David Comden, Debbie Fox, Mike Merewether, Whitney Riles, City Councilman Joe Schroeder. Others: E.D. Kevin Clerici, Josh Bloom and Kennedy Smith from the CLUE Group.

January Minutes. Motion by David Comden, 2nd by Mark Hartley. Passed unanimously.

January Financials. Postponed to March meeting for action. Director Clerici provided a brief overview of January revenues and expenditures.

CLUE Group presentation. Josh Bloom and Kennedy Smith of the CLUE Group presented slideshow titled, "Downtown Ventura Strategies: Pandemic Recovery and Beyond." This included comments on post-pandemic changes for public space, post-pandemic changes for downtown businesses and mix, and suggested strategies for DVP to best respond to these changes. CLUE Group recommended DVP move incrementally in pedestrianizing public space, create an amazing public gathering space, activate storefronts, encourage landlords to embrace percentage leases, make expanded outdoor dining permanent, continue to provide small business assistance, develop loyalty programs and help businesses develop new engagement strategies, among others. Copies of the presentation on DVP website.

ED Strategic Updates. Director Clerici provided updates on Main Street Moves street closure, including City Council decision to continue permit to Jan. 7, 2022. Efforts continue on refreshing signage and beautification efforts, ways to conceal the rented plastic water walls, continued advertising, new lighting and continued stakeholder engagement. Events remain on hold. DVP applied for and received a PPP2 loan, which will be used to offset Covid-related expenses. Staff has started discussions with City staff on feasibility study into expanded outdoor dining post-pandemic. Park Ambassador staffing is down, seeking new hires. Staff met with property management group at Coastview apartment development. The new road connection SanJon to South Ash Street is not expected to open until late fall. Plans for improvements to the South Ash Street railroad crossing are progressing. Construction is underway for multiple new restaurants, including café on South Oak Street, the Bank of Italy Cocktail Trust, The Six and Stout Burger. New taco shop slated for former Subzero ice cream space.

Action items: Board approved 2021 Board Election ballot and candidates. Motion made by David Comden, 2nd by Debbie Fox. Passed unanimously. Ballot to be mailed the week of March 1, with voting period to run through March 19. Top vote-getters would be welcomed to the Board at March 25 meeting.

Board discussed proposal to hire Sargent Town Planning for public engagement effort and conceptual designs for Main Street. Board agreed that it would continue item until a formal vote, to be conducted by email, to approve the contract, at an amount not to exceed \$50,000. Additionally, the Board instructed the ED to reach out to Dave Sargent on adding a timeline to the proposal. ED also was instructed to follow up with City Economic Development Manager Estelle Bussa and Community Development Director Peter Gilli. Councilman Joe Schroeder said he would speak with City Manager Alex McIntrye about this planning/conceptual effort as part of his weekly one-on-one meeting. Motion made by Mark Hartley, 2nd by Schroeder. Passed unanimously.

No public comments.

Meeting adjourned at 10:14am.

Minutes prepared by Kevin Clerici