



# DVP BOARD OF DIRECTORS MINUTES

March 25, 2021, 8:30am in the Bayview Room  
atop the Crowne Plaza Ventura Beach Hotel

**Call to Order.** President David Armstrong called the meeting to order at 8:36am.

DVP Directors present: Armstrong, Yvonne Besvold, Mark Hartley, Emily DeArkland, David Comden, Debbie Fox, Eddie Melendez, Whitney Riles, City Councilman Joe Schroeder, and Kelsey Jonker, who became an official Board member once the election results were certified. Others: E.D. Kevin Clerici.

**February Minutes.** Motion by Mark Hartley, 2<sup>nd</sup> by Debbie Fox. Passed unanimously.

**January Financials.** Motion by Debbie Fox, 2<sup>nd</sup> by Mark Hartley. Treasurer Besvold reviewed the compilation. Director Clerici provided a brief overview of February revenues and expenditures.

**Action items:** Board approved 2021 Board of Directors Election results. Motion made by Mark Hartley, 2<sup>nd</sup> by David Comden. Passed unanimously. The top 2 vote getters in the Property Owner election were Debbie Fox and Danny Quintana, with 39% and 21% of the vote respectively. Kelsey Jonker was elected in the Business Owner election, with 78% of the vote. All Board terms last 3 years. There were 65 ballots received, representing 286,953 votes, or 37% of the eligible turnout. Member Fox requested an agenda item at April meeting to discuss possible new requirements for candidate in future years, including a questionnaire, video and/or other elements.

Board approved 2021 Officers: David Armstrong as President, Mark Hartley as Vice President, Emily DeArkland as Secretary and Yvonne Besvold as Treasurer. Motion made by David Comden, 2<sup>nd</sup> by Eddie Melendez. Passed unanimously. Officer positions last one year.

Board approved allocating up to \$50,000 for a professional services agreement with Sargent Town Planning for conceptual design services and public engagement. Motion by David Comden, 2<sup>nd</sup> by Mark Hartley. Passed unanimously. This will be a joint effort with the City, which will hire STP for conceptual designs, as well as outdoor dining analysis, guidelines and feasibility. DVP will enter into a "donation agreement" with City to recognize DVP contribution and ensure DVP scope (including parking analysis and how concepts relate with greater downtown) and timeline in the PSA. DVP will lead outreach efforts. Director Clerici will work with City Manager Alex McIntyre, Economic Development Manager Estelle Bussa and Community Development Director Peter Gilli to prepare PSA. A tentative Council date of April 26 has been set for consideration and approval.

Board approved 2022 PBID Assessments with a 3% correction that removes the 3% reduction in 2021 and returns the assessments back to the 2019-20 level. Motion by Debbie Fox, 2<sup>nd</sup> by David Comden. Passes unanimously.

Board authorized E.D. to hire Fechtor & Co. to prepare 2020 independent financial review at a cost not-to-exceed \$5,250. Motion by David Comden, 2<sup>nd</sup> by Mark Hartley. Passed unanimously.

**ED Strategic Updates.** Director Clerici provided updates on Main Street Moves street closure, recent change from Purple Tier to Red Tier, completed efforts to refresh signage and beautification efforts, continued advertising, new lighting and continued stakeholder engagement. City staff continues negotiations with JDA West on the needed railroad crossing improvements at South Ash Street. Construction underway on a café on South Oak Street, The Six Chowhouse and Stout Burger. New taco shop slated for former Subzero ice cream space. There will be no Ventura County Fair in 2021.

**No public comments.**

Meeting adjourned at 10:18am.

Minutes prepared by Kevin Clerici