



# DVP BOARD OF DIRECTORS MINUTES

April 29, 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 8:38am.

DVP Directors present: Armstrong, Mark Hartley, Emily DeArkland, Debbie Fox, Kelsey Jonker, Danny Quintana, Eddie Melendez, Whitney Riles and City Councilman Joe Schroeder. Others: E.D. Kevin Clerici.

**March Minutes.** Motion by Debbie Fox, 2nd by Eddie Melendez. Passed unanimously.

**March Financials.** Motion by Eddie Melendez, 2<sup>nd</sup> by Kelsey Jonker. E.D. Clerici provided overview of March compilation, year-to-date revenues, and expenditures. Finance Committee met and recommended approval.

**ED Strategic Updates.** Director Clerici provided updates on Main Street Moves street closure, including recent change from Red Tier to Orange Tier, ongoing efforts to upgrade signage and beautification, continued advertising, recent media coverage, expanded evening security patrols and continued stakeholder engagement. Construction continues on 3 new restaurants: a café on South Oak Street, The Six Chowhouse and Stout Burger. New taco shop slated for former Subzero ice cream space. Rocks & Drums has applied for a full liquor license and is renovating and expanding kitchen and seating area. There will be no Ventura County Fair in 2021.

Board had lengthy and ranging discussion on the future of Main Street and DVP's contract with Sargent Town Planning, which has begun work on conceptual design services. Topics included traffic impacts on Poli Street and Thompson Blvd., parking availability and need for added parking resources, ADA access to midblock sections, impact on Fir Street residents, possible stop signs and coordination of existing traffic signal system. DVP will lead public engagement efforts, including have an information booth at California & Main streets during summer. Additionally, City will hire STP for conceptual designs, as well as outdoor dining analysis, guidelines and feasibility. DVP has agreed to 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.

City staff continues negotiations with JDA West on the needed railroad crossing improvements at South Ash Street. City completed slurry seal and new drive lanes in City parking lot behind DVP offices off Oak Street.

2022 PBID Assessments to go before City Council in May with a 3% correction that removes the 3% reduction in 2021 and returns the assessments back to the 2019-20 level. E.D. working with City staff on admin report and City resolution to the County to ensure placement on property tax rolls.

E.D. working with Fechter & Co. CPAs to prepare 2020 independent financial review at a cost not-to-exceed \$5,250.

**No Police Report**

**No City Report**

**No Public Comments.**

Meeting adjourned at 10:36am.

Minutes prepared by Kevin Clerici