

DVP BOARD OF DIRECTORS MINUTES

December 08, 2022, 8:30am in the Board conference room
on the first floor at 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, Kelsey Jonker, Hutton Becker, Whitney Riles, Eddie Melendez, Deputy Mayor Joe Schroeder. Others: E.D. Kevin Clerici, DVO Board member Cheryl Heitmann.

Approval of October Minutes. Continued to January.

Approval of October Financials. Motion made by Joe Schroeder, seconded by Kelsey Jonker. Passed unanimously.

Adoption of 2023 Budget & Work Plan. Motion made by Joe Schroeder, seconded by Kelsey Jonker. Passed unanimously.

Highlights of 2023 Budget includes record PBID assessments of \$1 million and overall projected budget of \$1.95 million. This will allow pay increases to all staff, enhanced services in expansion areas, budgeted funds for continued advocacy and partnerships.

E.D. Updates. DVP to continue advocacy on General Plan Update, Downtown Specific Plan & Local Coastal Program. Will continue to communicate with City staff to present and discuss the affirmed position and build a community consensus around additional alternatives that do not include developing SOAR farmland; projected data-driven growth rates instead of multiplying current RHNA numbers; appropriate building heights (including state mandates); availability of City services including water supplies and distribution, transportation/parking capacities, and other infrastructure; address the State's "High Segregation/Poverty" designation in downtown; and transparency in how decisions are made (e.g. "base" map changes, etc.).

DVP staff working to add 2 Clean & Safe Ambassador positions for enhanced services along West end of district and Front Street areas. Positions to be added immediately and use the recently purchased electric utility vehicle. Efforts also will continue to fill vacant Park Ambassador positions. Staff continues work with restaurant owners to improve and upgrade their patio spaces and provide updated insurance, under the newly signed MSM permit. All sidewalks have been reopened.

Staff will continue efforts with Public Works staff and Dixon consultants on parking garage project at Palm & Santa Clara. Next steps include completing financial analysis and demand study. City looking at adding meters in 700 block of Main Street, due to increased usage.

Staff also will work with ED staff in 2023 on new economic development strategy, as well as with City Parks staff on the newly formed BAM! Team (beautify & maintain) as it is introduced into community.

Farmers Market continues to thrive in new location. Interim Parks Director has been very supportive of securing funding and completing environmental work for a Portland Loo in the City mini park off California Street. DVP Staff to meet with all surrounding property and business owners to share proposal and address questions and concerns. Big Belly advertising revenues are above budget. Same with Care Pod partnership with County of Ventura.

Family Reconnections are on pace for over 60 in 2022.

Holiday decorations, including pole wraps and new 30-foot lighted tree, have been installed. Holiday tree lighting ceremony was held on Dec. 2, Winter Wine Walk on Dec. 3.

Closed Session Report. Board met in closed session to discuss personnel. Board approve merit increase in 2023. Director to conduct a self-assessment, then Board will review it, and consider possible added benefit in early 2023.

No City Report.

No Police Report.

Public comments. None.

Meeting adjourned at 10:22am.

Minutes prepared by Kevin Clerici