

# DVP BOARD OF DIRECTORS MEETING MINUTES

February 22, 2024, 9:00am  
held in top floor meeting room  
at Crowne Plaza Ventura Beach Hotel, 450 E. Harbor Blvd.

**Call to Order.** Vice President Kelsey Jonker called the meeting to order at 9:07am.

DVP Directors present: Jonker, Hutton Becker, Emily DeArkland, Peter Goldenring, Danny Quintana, Councilman Doug Halter, Rick Stewart and Yvonne Besvold (arrived at 10:20am). Others: E.D. Kevin Clerici, Christy Weir (DVO), Cheryl Heitmann (DVO), Asst. Police Chief Rick Murray, Deputy CM Brick Conners, Jeff Hereford (City transportation), Sergio Albarran (City transportation).

**Approval of January Meeting Minutes.** Motion made by Peter Goldenring, 2<sup>nd</sup> by Emily DeArkland. Passed unanimously. Doug Halter abstained.

**Approval of December, January Financials.** Treasurer Besvold provided summary of January compilation and recent transition of employees to Insperity. Separately, Finance Committee reviewed January ancillary financial documents and contracts. Hutton Becker made motion to approve, 2<sup>nd</sup> by Doug Halter. Passed unanimously.

**Public Comments.** Christy Weir shared experience of going to recent Fair Board meeting, encouraged DVP to attend and get more engaged with Fair staff and Fairgrounds goings-on. Board discussed and asked for an action item on March DVP meeting agenda to consider a Board member attending Fair Board meetings as a DVP liaison.

**Police Report.** Chief Murray discussed recent incidents in Downtown, including skirmish on Main outside Goodwill, late night homicide in upper Chestnut Street parking lot, suspected DUI driver that collided into the Meridian barriers at Fir Street and Main Street after Super Bowl, as well as stabbing incident at Chopper Fest at Fairgrounds. In response to a question, Murray said he would look into whether department tracks length of time patrol officers are walking along Main Street. Murray confirmed walking patrols are occurring every week. Police continue to meet with Strawberry Festival and Fairgrounds staff to discuss improved traffic plan for this year's festival and X Games in June.

## **City Report.**

Deputy CM Conners shared upcoming event at Fairgrounds (Hall of Flowers), which led to discussion on how to improve connections with Fairgrounds events, including finding ways to get people from the Fairgrounds to Downtown in terms of patronage, as well as management of traffic and parking at major events. Board discussed having a Board member present at Fair Board meetings and having an item on March agenda to appoint a liaison. Conner also shared City is working to release a new work-request program where members of the public could submit work orders for various things and the system would provide acknowledgement to submitter, and measurable outcome of request. DVP offered to help beta test the system, if desired.

**Parking Report.** Jeff Hereford provided summary of recent Council actions on parking and presented detailed slides of 4 recent parking lot/City garage surveys, conducted on Jan. 25 & 27 and Feb. 8 & 10. Results showed lots/garage full over 85% threshold for many hours of the day, especially on Saturdays. Council to discuss future of Harbor Blvd. garage (upper floors currently closed due to concrete spalling) at March 26 meeting.

## **Board Action Items:**

**2024 Board Election Ballot.** Board voted to approve self-nomination slate, as presented, with Kelsey Jonker moving to Property Owner category, and to give Board members until end of day on Feb. 26 to add any candidates to Business Owner category. Election letter and ballot would be sent to printer following any additions. Motion made by Kelsey Jonker, 2<sup>nd</sup> by Yvonne Besvold. Passed unanimously. The 2024 election will include 2 Property Owner seats and 1 Business Owner seat, with a 3-year term beginning in April through March 2027.

**Approval of Audit.** Motion by Peter Goldenring, 2<sup>nd</sup> by Doug Halter. Passed unanimously. DVP to hire Nasif, Hicks, Harris & Co., LLP to conduct audit of FY2023 at not-to-exceed amount of \$15,000. This is 2<sup>nd</sup> year in a row for audit.

**Promenade Committee update.** Minutes from first committee meeting with stakeholders along Promenade were shared with full Board, along with summary from MSM Committee chair Goldenring. Desire for greater safety, cleaning, lighting, coordination atop list. Board agreed to form Promenade Committee, separate from MSM Comm.

**City Contracts.** After Promenade update, Board supported E.D. to pursue contract expansion with City to add greater Park Ambassador presence/improvements along Promenade and vicinity, and to ensure contracts are covering DVP's growing labor and materials expenses.

**MSM Committee update.** Committee Chair Goldenring urged all to read City admin report for Council consent item on Main Street Moves to go before Council at its Feb. 27 meeting. City's draft Parklet Design Guidelines were discussed by the Board, with pros and cons, and it was decided not to take action on the guidelines and instead look at possibly having a formal item on the March Board meeting if the City had not already taken formal action to approve them by that time. The Parklet guidelines are to be adopted by City Council at future, unscheduled date.

**Closed Session.** Board met in closed session to conduct E.D. performance evaluation. No determination made as reportable action. Board to continue discussion at future meeting.

Meeting adjourned at 11:58am.

Minutes prepared by Kevin Clerici



## **Downtown Happenings**

### **Recent Business Openings/Additions**

- Smitten Bookstore, 365 E. Main St.
- Alter Ego (hat retailer), 275 S. Laurel St.
- Pueblo Luna Spa, corner of Front and South Ash Street

### **January Openings/Additions:**

- Back Bench Pizza at 573 E. Main St.
- Happy Accidents at 607 E Main St.
- House of Culture at 28 S. California St.
- Urbane Café at 811 E. Thompson Blvd.
- Planet Caravan Tattoo at 291 E. Thompson Blvd.
- Beauty West Salon at 275 S. Laurel St.
- Hotel San Buena at 11 S. Ash St.

### **In Progress**

- Happy Place Eatery, replacing Jimmy's Slice
- Moby's, 369 E. Main St.
- Planet Caravan Tattoo Parlor, 291 E. Thompson Blvd.

### **Recently Closed**

- None in February.

### **Reported in January**

- Traveler Surf Club & Coastal Outpost
- Smoke Shop, La Justa Senoria Botanica, others at 96 W Main St. \*Recently purchased

### **Retail Vacancies available for lease**

- 230 E Main St. (Next to Paradise Pantry)
- 327 E. Main St. (Formerly Doora)
- 79 S California St. (Next to Fleur de Rye)
- 608 E Main St. (Next to Blenders in the Grass)
- 652 E Main St. (Formerly The Massage Place)
- 228 E Thompson Blvd. #B (Formerly Traveler Surf Club)

### **Restaurant Vacancies**

- 566 E Main St. (Formerly Nature's Grill)