

# DVP BOARD OF DIRECTORS MEETING MINUTES

May 23, 2024, 9:00am

held in top floor meeting room

at Crowne Plaza Ventura Beach Hotel, 450 E. Harbor Blvd.

**Call to Order.** President Peter Goldenring called the meeting to order at 9:11am.

**DVP Directors present:** Goldenring (via Zoom), Erik Feingold, Emily DeArkland, Vince Daly, Josh Addison, Yvonne Besvold, Sky Sunner, Rick Stewart, Maria Fiore and Councilman Doug Halter.

**Others:** E.D. Kevin Clerici, Deputy CM Brick Conners, Cheryl Heitmann (DVO), Christy Weir (DVO), Marina Porter (DPAC), property owner Mike Hernandez.

**Approval of May Agenda.** DVO report was added by motion to agenda after E.D. report. Motion by Doug Halter, 2<sup>nd</sup> by Josh Addison. Passed unanimously.

**Approval of May Meeting Minutes.** Motion by Sky Sunner, 2<sup>nd</sup> by Erik Feingold. Passed unanimously.

**Ventura Police Department Report.** None.

**City Manager Economic Team Report.** Deputy CM Conners discussed Strawberry Festival, its smaller audience than last year and how the revised traffic plan was largely successful in City's view. Conners shared City budget is set to be approved in June. He acknowledged he had met with DVP and the City is open to work on possible revised/enhanced services contract for maintenance/Park Ambassadors as part of 2025 budget process, as well as better aligning with DVP on City capital improvement projects/budget. Conners requested a DVP liaison to City to assist with MSM surveys. DVP executive committee to discuss and consider. Josh Addison volunteered for the role.

**Council Liaison Report:** Councilman Halter shared outcome of Council voting to continue MSM closure (with 2 surveys to be conducted), his rationale for his position, and an update on his policy consideration to shorter City process to obtain a permit by allowing basic building improvements (like window replacements, landscape walls) to occur over the counter.

**Approval of this year's Committee Formation and Appointments.** Following discussion, it was decided to establish the following Committees, each to have a chair and each to be posted/recorded on DVP website and meet Brown Act requirements: Executive Committee, Finance Committee, Human Resources Committee, Economic Development Committee, Beautification/Improvements Committee and Expanded Zone Committee (with Promenade, Front Street & West Main subgroups). Details laid out in provided Board memo. Motion by Josh Addison, 2<sup>nd</sup> by Yvonne Besvold. Passed unanimously.

**Finance Committee Report and Approval of April Financials.** Treasurer Besvold provided summary of April compilation and forecasted expenses. Separately, Finance Committee reviewed April ancillary financial documents and contracts. Motion to approve by Doug Halter, 2<sup>nd</sup> by Erik Feingold. Passed unanimously.

**Promenade Committee Report.** Committee met May 20, with Vince Daly taking over as chair. Daly provided summary of coming City improvements, including repairs to embedded lighting along Promenade, contracted work to remove wood/debris from the City beach, a City commitment to open the historic Pier by July, and ongoing work to re-open the upper floors of the Beachfront Garage. City Council voted on March 26 to replace stairwell and work to reopen the currently fenced off upper floors. Committee to continue to meet to address concerns and seek updates from City.

**Executive Director's Report.** Monthly written report included with Agenda packet. ED shared recent incident that led to Police arrest, the comprehensive work of Ambassador teams and outreach staff. Board supported having ED work on an immediate plan to enhance/expand Ambassador service hours under budget, and in collaboration with Finance Committee. Update on service plan to return to Board at June meeting.

**DVO Report.** Cheryl Heitmann said DVO board would like to reopen dialogue on a new DVO-DVP agreement that better reflects current relationship, better reflects current needs and aims to clarify and strengthen the relationship between the organizations. DVP Executive Committee has already discussed similar approach and would follow up on possible dialogue.

**Public Comments.** Rick Stewart of Palermo shared his frustration with lack of public restrooms downtown and the persistent and negative impact on his business. Pleaded for more support and restrooms as summer approaches. Marina Porter, from Downtown Parking Advisory Committee, shared her views on parking, garage improvements.

Meeting adjourned at 11:21am.

Minutes prepared by Kevin Clerici



## Downtown Happenings

### Recent Business Openings/Changes/Additions

- Cajé Coffee Roasters and 10 Tigers Cocktail Bar & Restaurant, 71 N. Palm St.
- Flora Aesthetics & Wellness, 71 N. Palm St. (upstairs)
- The Livery at Rumfish y Vino, 34 N. Palm St. (retail inside Livery building)
- Back Door Bento, 394 E. Main St. (Partnership with Strange Beast kitchen)
- Moby's on Main, 369 E. Main St.
- Daniel's Toy Empire, 474 Santa Clara St.
- ArtHouse & Co., 62 S. Oak St.

### In Progress

- Happy Place Eatery, replacing Jimmy's Slice, 586 E. Main St.

### Recently Closed/Changed Ownership

- The Six Chowhouse, 419 E. Main St.

### Retail Vacancies available for lease

- 230 E Main St. (Next to Paradise Pantry)
- 265 E. Main St. (Still operating as EcltecTeak, but leaving)
- 327 E. Main St. (Still operating as Doora, but not renewing)
- 79 S. California St. (Next to Fleur de Rye)
- 607 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)
- 51 W. Main St. (Three suites E, J, L in the Vons shopping center)

### Restaurant Vacancies

- 566 E. Main St. (Formerly Nature's Grill)
- 328 E. Main St. (Formerly Stout Burger)
- 419 E. Main St. (Formerly The Six Chowhouse)

### Downtown Apartment Occupancy Snapshot in May

Cora - 94% (132 of 140 units)	Hotel Hamilton – 100% (15 of 15 units)
Beachfronter – 96% (71 of 74 units)	Kalthom – 89% (40 of 45 units)
Coastline – 94% (217 of 231 units)	Ventura Inn – 100% (92 of 92 units)
Seaside Villas – 91% (33 of 36 units)	Garden Estates – 96% (46 of 48 units)

The Pearl Townhomes at San Jon & Thompson – 26 sold, as of May, with 5 available.

### Previous Openings/Additions:

- Velocity Indoor Cycling, 291 E. Thompson Blvd.
- Happy Accidents Winery, 607 E Main St.
- Urbane Café, 811 E. Thompson Blvd.
- Hotel San Buena, 11 S. Ash St.
- Alter Ego (hat retailer), 275 S. Laurel St.
- Back Bench Pizza, 573 E. Main St.
- House of Culture, 28 S. California St.
- Beauty West Salon, 275 S. Laurel St.
- Smitten Bookstore, 365 E. Main St.
- Pueblo Luna Spa, Front St. & South Ash St.