

# DVP BOARD OF DIRECTORS

## MEETING MINUTES

October 24, 2024, 9:00am  
held in Anacapa meeting room  
at Crowne Plaza Ventura Beach Hotel, 450 E. Harbor Blvd.

**Call to Order.** President Peter Goldenring called the meeting to order at 9:06am.

**DVP Directors present:** Goldenring, Josh Addison, Rick Stewart, Maria Fiore, Vince Daly, Yvonne Besvold, Erik Feingold, Hutton Becker, Councilman Doug Halter. **Others:** E.D. Kevin Clerici, Asst. Police Chief Rick Murray, Deputy CM Brick Conners, Christy Weir (DVO).

**Approval of October Agenda.** Motion by Goldenring. Passed with no objections.

**Approval of September Meeting Minutes.** Motion by Goldenring. Passed with no objections.

**Ventura Police Department Report.** Chief Murray shared Sept crime stats, which were minimal, but he did point to 2 incidents that occurred late at night in proximity to Star Lounge and parking garage. Murray said City is looking at adding cameras to garage, but there are some connectivity issues there. City also looking at its alcohol use ordinance and possible ways to add conditions to bars, like Star Lounge, if problems persist. Older bars, like Star Lounge, were grandfathered in and don't currently have to comply to rules that can be placed on new establishments, he said. Police also are looking at allowing officers to ride personal horses on Main Street. Mounted patrols would start in a matter of months. This would go with increased bike patrols, as time allows. Dept. will hold Coffee with a Cop on Oct. 30 at Lovewell Tea & Coffee.

**City Manager Economic Team Report.** CM Conners provided a test case using Placer.ai, which tracks cellphone data and can provide detailed data/reports on visitation, unique visitors and how people are moving throughout downtown by time of day and day of week. City Council is scheduled to decide fate of MSM on Nov. 12. The following week, on Nov. 19, Council will get parking update, including request to fund a utilization study in early 2025. Proposed parking garage at Santa Clara and Palm intersection is going to DRC on Nov. 13 for comments.

**President's Report.** President Goldenring provided slides from MSM survey and recap of Council discussion. This opened up a larger discussion on data surrounding MSM. Conversation shifted to discussion on activating downtown stage and getting local arts groups, like Rubicon Theater, more involved. Major events require funding. There was support for advocating City to restore its cultural arts granting program, which used to provide over \$200k in grants. That figure has dropped significantly. Board members supported holding a Board retreat in early 2025.

**Finance Committee Report and Approval of August Financials.** Treasurer Besvold shared summary of September compilation and forecasted expenses. Besvold laid out preliminary budget, asked for input, with final approval in Dec. Besvold explained ongoing efforts to align employee compensation/benefits with Insuperity's benchmarking. Separately, Finance Committee reviewed September ancillary financial documents and contracts. Motion by Josh Addison, 2<sup>nd</sup> by Hutton Becker. Passed unanimously.

**Promenade Ad Hoc Group Report.** Vince Daly provided summary of group's focus, including re-opening of the upper floors of the Beachfront Garage, added patrols, restroom cleanliness, added lighting and a proactive effort to get the City to include funding (Measure O) for beach cleaning and general Promenade aesthetics. Group is working on an advocacy letter to City to fund beach cleanups and will return with draft to full Board to approve.

**DVO Report:** Christy Weir said next Board meeting is Nov. 14.

**Executive Director's Report.** Monthly written report included with Agenda packet. Upcoming public events include downtown Halloween trick-or-treating and costume contest in Oct. 26 and Dia de los Muertos event on Nov. 2. Staff evaluations are now completed. ED shared concerns with parking management as City looks to expand its system. Many pay stations have non-functioning card readers. There is a slow response to repair them and lack of education/signage for mobile pay options. Member Addison and others asked ED to communicate concerns to City to address these issues and return, if needed to Board, for considerations.

**Public Comments.** None.

Meeting adjourned at 11:09am.

Minutes prepared by Kevin Clerici