

DVP BOARD OF DIRECTORS MEETING MINUTES

May 22, 2025, 9:00am

held in downstairs board room at Crowne Plaza Ventura Beach Hotel, 450 Harbor Blvd.

Call to Order. President Josh Addison called the meeting to order at 9:06am.

DVP Directors present: Addison, Peter Goldenring, Erik Feingold, Alex Schneider, Michael Mendelson, Edith Espejo, Sky Sunner, Vince Daly and Councilman Doug Halter. **Others:** E.D. Kevin Clerici, Deputy CM Brick Conners, AJ Bernhardt

Approval of May Agenda. Passed without objection.

Approval of April Meeting Minutes. Motion to approve with 2 minor edits clarifying statements by Peter Goldenring, 2nd by Erik Feingold. Passed unanimously.

Police Report. None.

City Report. DCM Conners shared updates, including Council next budget workshop on May 27. New proposal includes money for cultural arts, tree maintenance and bollards for MSM. He said no major incidents or traffic complaints from the Strawberry Festival on May 17-18, but data shows most people go directly there then return home, not much overlap into surrounding businesses. Planner Bernhardt provided updates of Main Street Moves, including: City visioning kick-off meeting on May 31; City to install 2 restroom trailers on Main Street in June; city public works survey of street is near completion; public hearing set for July 7 for Pedestrian Mall Law, City to conduct outreach to business owners and property owners; City has hired RRM to create two pre-approved parklet designs for restaurants to choose from; City still finalizing details around its parklet program and the coming leasing arrangement and costs. Board discussion was on maintenance of restroom trailers and having City pay DVP to assist. City hiring a contract firm to develop construction drawings for bollards to be completed in 6 months. City Council and staff are looking at adding \$2 million to 2025-26 budget to pay for bollards.

Formation of 501c3 affiliate nonprofit. Addison spoke to ongoing efforts by Ad Hoc Committee to form the new 501c3 charitable entity. Board reviewed and voted to support the mission. Motion by Addison, 2nd by Erik Feingold. Passed unanimously.

Formation of new Business Retention, Attraction & Growth Committee. Board voted to form new committee, with members to include Addison, Schneider, Daly and Sunner. Motion by Addison, 2nd by Vince Daly. Passed unanimously.

Board vote on neutrality for MSM. After much discussion, the Board voted that DVP remain neutral on whether Main Street remains open or closed to vehicle traffic, while actively partnering with the City of Ventura to help make whichever policy the City adopts—now or in the future—as successful as possible for the general benefit of all downtown stakeholders. Motion by Addison, 2nd by Sky Sunner. Passed unanimously.

Update on contracts and Pilot Restroom Attendant program. ED Clerici shared City maintenance and Park Ambassadors contracts are being consolidated and will live in Parks Department. Talks continue with Parks staff on funding and updating scope of work. CM Conners said City supports restroom pilot, but it has stopped short of committing funds and timing. Deputy CM Conners said multiple City departments are discussing it and a response to DVP should come soon.

ED Committee Report. Sky Sunner shared updates on concert series and other activations to start in June, to cost roughly \$15,000 to \$20,000 from existing events budget.

Finance Committee Report. Addison presented quick summary of April financial compilation and actuals-to-budget, with vote postponed to June due to time. Separately, Finance Committee reviewed all April ancillary financial docs and contracts.

Councilmember Halter Report. Halter reenforced upcoming budget hearing, the ongoing work on the City's General Plan (which is nearing completion) and spoke to the City's decision to fund the expansion of Olivas Park Drive as the most important economic driver in his term.

Executive Director's Report. Monthly written report included with Agenda packet. Staffing back at full team. Upcoming events include Spring Wine Walk on May 31, Concert series to begin in June. DVP Outreach efforts have led to additional housing placements and reconnections, and reduced calls for service at parks, restrooms and Promenade.

Public Comments. None.

Meeting adjourned at 11:06am.

Minutes prepared by Kevin Clerici