



# DVP BOARD OF DIRECTORS

March 26, 2026, 9:00am  
Crowne Plaza Ventura Beach Hotel  
450 E. Harbor Blvd.

<b>Call to Order</b>	Josh Addison, Board President
<b>Approval of March Agenda</b>	Josh Addison
<b>Approval of February Meeting Minutes</b>	Josh Addison
<b>Ventura Police Department Report</b>	Police Cmdr. Ryan Weeks
<b>City Manager Economic Team Report</b>	Deputy City Manager Brick Connors
<b>Community Development Report on MSM</b>	Community Dev. AJ Bernhardt
<b>Executive Director Report</b>	ED Kevin Clerici

## President's Report

1. Certification of 2026 Board of Directors Election results
2. 2027 Assessments

## Committee Reports and Vote on Committee Recommended Action Items:

- |                                    |                       |
|------------------------------------|-----------------------|
| 1. Finance Committee:              | Josh Addison          |
| - Approve February 2026 Financials |                       |
| 2. Economic Development Committee: | Sky Sunner, Secretary |

<b>City Council Liaison Report</b>	Councilmember Doug Halter
<b>DVO Liaison Report</b>	DVO representative

## Public Comment on items not on Agenda

## Adjourn DVP Meeting

**NEXT DVP BOARD MEETING – APRIL 23, 2026**

# DVP BOARD OF DIRECTORS MEETING MINUTES

February 26, 2026, 9:00am

held in downstairs Anacapa 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, Vince Daly, Erik Feingold, Alex Schneider, Edith Espejo, Rick Stewart, Evan Jonker, Michael Mendelson, Councilman Doug Halter. **Others:** E.D. Kevin Clerici, Police Chief David Dickey, Cmdr. Ryan Weeks, Community Development's A.J. Bernhardt, Jeremy Ireland, Patricia Solano (The Trade Desk), Kate McDuffee and Loanne Wullaert (Ventura Majestic Theater), Cheryl Heitmann (DVO).

**Approval of February Agenda.** Approved.

**Approval of January Meeting Minutes.** Motion by Vince Daly, 2<sup>nd</sup> by Erik Feingold. Passed unanimously.

**Board Election Ballot.** Motion from Board nominating committee to approve 7 self-nominated candidates for 2026 election that includes 2 property owner seats and 1 business owner seat. Passed unanimously. The terms of Directors Feingold, Goldenring and Stewart end in March, with elected members beginning in April.

**Board Seat appointment.** Member Schneider announced his resignation, to take effect on March 6 to coincide with his retirement from The Trade Desk. Board discussed candidates to fill coming vacancy and final 2 years of term. Two candidates – Patricia Solano and Jeremy Ireland – were nominated for the property owner position. Board voted 7-1 in favor of Solano. Schneider recused from vote.

**Police Report.** Chief Dickey and Cmdr. Weeks shared monthly downtown crime stats: no major incidents in Feb. Police continue proactive patrols at Vons shopping center, which is working. Dept released annual crime stats, which showed a marked reduction in violent crimes and crimes in general. Chief Dickey reinforced his support of PTF, downtown patrols.

**City Report.** No report.

**MSM Report.** Bernhardt shared update on housing projects (with a handout), as well as various updates, including Main Street Vision Plan is at 95% complete and to return to Council on March 24. City is working on new branding and wayfinding program as part of Vision Plan, which is currently unfunded. Contract for bollards and concrete square planters to be awarded in March; work to begin in late April. Construction on Portland Loo nearing completion. Staff released pre-approved parklet designs and parklet application process, now accepting applications. No deadline yet on parklet work being required. Following report, there was a motion made by Pres. Addison to form a Wayfinding ad hoc committee with members Vince Daly and Patricia Solano. 2<sup>nd</sup> by Daly. Passed unanimously.

**Executive Director's Report.** ED provided updates and monthly written report included with Agenda packet. ED stressed significance of parking changes being considered. City's parking consultant to hold a public meeting on March 10 to present update on pilot employee parking permit program. In April, staff is expected to return to City Council with parking updates, including requesting funding to hire firm for initiate study on needed environmental review of proposed multistory parking garage at Santa Clara and Palm streets. In response to direction at January meeting, ED reported an electronic reader board installed on Main Street at slow motorists approaching downtown in 800-900 blocks. Transportation staff also agreed to lower speed limit to 25mph at Ash.

**Finance Committee Report.** Treasurer Schneider presented summary of January financial compilation and actuals-to-budget and answered questions. Motion to approve January financials, as well as authorizing ED, with Exec. Committee approval, to initiate transfer of up to \$300K in a CD or money market account to generate interest. Separately, Finance Committee reviewed all January ancillary financial materials, checking statements, credit card purchases and contracts. Motion by Alex Schneider, 2<sup>nd</sup> by Vince Daly. Passed unanimously.

**ED Committee Report.** None.

**Councilmember Halter Report.** Halter shared that Council has met 5 weeks in a row and recently held a discussion on a possible charter amendment to allow elected mayor. Currently the mayor is selected by Council members, who each represent a district. By switching to an elected mayor citywide, it would dilute the district representation, he said. Council to look at goals and start budget process.

**DVO Report.** Cheryl Heitmann said DVO continues to advocate for Vision Plan and for reduction in vendor markets.

**Public Comments.** Director Feingold, who is terming off board, stated this would be his final meeting and thanked all board members for their leadership and commitment to DVP. He said the organization has weathered multiple storms and he felt it was as strong as it has been at any point his term.

Meeting adjourned at 10:37am.

Minutes prepared by Kevin Clerici

## DOWNTOWN VENTURA PARTNERS - FULL YEAR FORECAST VS. BUDGET 2026

Schedule of Budget versus Actual - through February 2026

REVENUES	YEAR TO DATE	THRU FEB	Variance	Forecasted Rev.	2026	Variance
	ACTUALS	EXPECTED	Better/(worse)	Through Dec. 31	BUDGET	Better/(worse)
2026 PBID Assessments	\$ 712,071	\$ 186,868	\$ 525,203	\$ 1,121,208	\$ 1,121,208	\$ -
Contract Revenue - City of Ventura Maintenance	\$ 35,900	\$ 36,439	\$ (539)	\$ 218,631	\$ 218,631	\$ -
Contract Revenue - Care Pod Services	\$ 11,992	\$ 11,950	\$ 42	\$ 71,700	\$ 71,700	\$ -
Contract Revenue - Events/Activations Team	\$ -	\$ 5,833	\$ (5,833)	\$ 35,000	\$ 35,000	\$ -
Contract Revenue - Homeless Outreach	\$ 37,810	\$ 16,667	\$ 21,143	\$ 100,000	\$ 100,000	\$ -
Contract Revenue - Downtown Ambassadors	\$ 96,144	\$ 96,144	\$ -	\$ 576,864	\$ 576,864	\$ -
Contract Revenue - Pilot Restrooms	\$ 3,400	\$ 567	\$ 2,833	\$ 3,400	\$ 3,400	\$ -
Contributions - Family Reconnection	\$ 1,310	\$ 583	\$ 727	\$ 3,500	\$ 3,500	\$ -
Contributions - Inkind Rent	\$ 12,000	\$ 12,000	\$ -	\$ 72,000	\$ 72,000	\$ -
Contract Revenue - Museum	\$ 1,000	\$ 1,000	\$ -	\$ 6,000	\$ 6,000	\$ -
Contract Revenue - Big Belly Bin Advertising	\$ 2,300	\$ 3,083	\$ (783)	\$ 18,500	\$ 18,500	\$ -
Contract Revenue - Bldg Revenue/Utility Payments	\$ 6,000	\$ 6,000	\$ -	\$ 44,580	\$ 44,580	\$ -
Sponsorships, Contributions & Interest	\$ 1,898	\$ 2,333	\$ (435)	\$ 14,000	\$ 14,000	\$ -
<b>Total Income</b>	<b>921,825</b>	<b>379,467</b>	<b>542,358</b>	<b>2,285,383</b>	<b>2,285,383</b>	<b>-</b>

EXPENSES	YEAR TO DATE	2 MONTH	Variance	Trend	2026	Variance
	ACTUALS	BUDGET	Better/(worse)	Full-Year Exp.	BUDGET	Better/(worse)
Salaries & Wages	\$ 206,146.33	\$ 215,833	\$ 9,687	\$ 1,294,998	\$ 1,294,998	\$ -
Payroll Taxes	\$ 28,584.91	\$ 28,900	\$ 315	\$ 111,947	\$ 111,947	\$ -
Insurance - Health	\$ 5,795.32	\$ 4,698	\$ (1,098)	\$ 28,186	\$ 28,186	\$ -
Insurance - WC & EPLI	\$ 8,852.15	\$ 9,049	\$ 197	\$ 52,658	\$ 54,295	\$ 1,637
Professional Fee - Insperty	\$ 8,820.06	\$ 9,355	\$ 535	\$ 51,509	\$ 56,128	\$ 4,619
Employee Benefits	\$ 915.85	\$ 2,173	\$ 1,257	\$ 13,039	\$ 13,039	\$ -
Accounting	\$ 6,350.00	\$ 6,500	\$ 150	\$ 39,000	\$ 39,000	\$ -
Advertising	\$ 12,021.22	\$ 10,000	\$ (2,021)	\$ 60,000	\$ 60,000	\$ -
Auto Expense & Fuel	\$ 2,416.14	\$ 2,667	\$ 251	\$ 16,000	\$ 16,000	\$ -
Auto Maintenance	\$ 1,440.39	\$ 2,667	\$ 1,226	\$ 16,000	\$ 16,000	\$ -
Auto Insurance	\$ 3,712.76	\$ 3,067	\$ (646)	\$ 18,400	\$ 18,400	\$ -
Bad Debt	\$ 334.00	\$ 334	\$ -	\$ 2,004	\$ 2,004	\$ -
Big Belly Bins Expenses & Disbursements	\$ -	\$ 833	\$ 833	\$ 5,000	\$ 5,000	\$ -
Building Expenses	\$ 4,346.44	\$ 5,817	\$ 1,470	\$ 34,899	\$ 34,899	\$ -
Business Recruitment	\$ 2,565.44	\$ 1,083	\$ (1,482)	\$ 6,500	\$ 6,500	\$ -
Contract Workers	\$ 20,180.24	\$ 28,000	\$ 7,820	\$ 168,000	\$ 168,000	\$ -
Contract Workers - Pilot Restrooms	\$ 1,600.00	\$ 1,600	\$ -	\$ 1,600	\$ 1,600	\$ -
Copier, Postage & Supplies	\$ 644.01	\$ 867	\$ 223	\$ 5,200	\$ 5,200	\$ -
County Fees	\$ 1,260.53	\$ 1,200	\$ (61)	\$ 2,600	\$ 2,600	\$ -
Depreciation Expense	\$ 1,122.00	\$ 1,300	\$ 178	\$ 6,732	\$ 7,800	\$ 1,068
Dues, Training & Website	\$ 777.81	\$ 900	\$ 122	\$ 5,400	\$ 5,400	\$ -
Events & Enhancements	\$ -	\$ 8,333	\$ 8,333	\$ 50,000	\$ 50,000	\$ -
Contract Events & Activations Team	\$ 8,639.05	\$ 10,833	\$ 2,194	\$ 65,000	\$ 65,000	\$ -
Contributions - Events & Projects	\$ -	\$ 1,000	\$ 1,000	\$ 6,000	\$ 6,000	\$ -
Family Reconnection Program	\$ 895.00	\$ 1,000	\$ 105	\$ 6,000	\$ 6,000	\$ -
Homeless Outreach Program	\$ 7,594.41	\$ 2,133	\$ (5,461)	\$ 12,800	\$ 12,800	\$ -
Independent Audit	\$ -	\$ -	\$ -	\$ 15,500	\$ 15,500	\$ -
Insurance - General	\$ 895.66	\$ 1,067	\$ 171	\$ 6,400	\$ 6,400	\$ -
Internet & Telephones	\$ 571.25	\$ 683	\$ 112	\$ 4,100	\$ 4,100	\$ -
Print Promotions	\$ 1,054.71	\$ 2,167	\$ 1,112	\$ 13,000	\$ 13,000	\$ -
Rent Expense	\$ 12,000.00	\$ 12,000	\$ -	\$ 72,000	\$ 72,000	\$ -
Sponsorships	\$ 415.00	\$ 500	\$ 85	\$ 3,000	\$ 3,000	\$ -
Streetscape Enhancements	\$ 49.77	\$ 2,833	\$ 2,784	\$ 17,000	\$ 17,000	\$ -
Sidewalk Planters - Labor & Materials	\$ 3,322.20	\$ 3,000	\$ (322)	\$ 18,000	\$ 18,000	\$ -
Supplies & Materials - Blue Team	\$ 3,689.34	\$ 5,000	\$ 1,311	\$ 30,000	\$ 30,000	\$ -
Supplies - Park Ambassador Program	\$ 1,885.01	\$ 2,333	\$ 448	\$ 14,000	\$ 14,000	\$ -
<b>Total Expenses</b>	<b>358,897.00</b>	<b>389,725</b>	<b>30,828</b>	<b>2,272,472</b>	<b>2,279,796</b>	<b>7,324</b>

Revenue over expenses - better/(worse) **562,928**

**12,911** Projected surplus revs-to-exps

2024 Prior Year Surplus Carry Over **33,048**

2025 Prior Year Surplus Carry Over **23,021**



## PBID Assessments – Historical Look

The Board has authority to increase the annual assessments by **0% up to 5% each year**, per state PBID Law and our district management plan. Board policy set in 2017 to tie any increase to CPI-U for LA/VC region.

<b>YEAR</b>	<b>CHANGE</b>
<b>2025</b>	<b>0.0%</b>
<b>2024</b>	<b>3.5% increase, below CPI-U of 4% year-over-year.</b>
<b>2023</b>	<b>3.0% increase below CPI-U of 5%.</b>
<b>2022</b>	<b>5.0% increase, below CPI-U of 7.4%</b>
<b>2021</b>	<b>3.0% correction back to 2019 level</b>
<b>2020</b>	<b>-3.0% decrease, in response to pandemic</b>
<b>2019</b>	<b>0.0% Year 1 of renewal</b>
<b>2018</b>	<b>3.0% increase, below the CPI-U of 3.6%</b>
<b>2017</b>	<b>2.7% increase, tied to CPI-U of 2.7% for previous year. Board sets policy to use CPI-U as guideline.</b>
<b>2016</b>	<b>5.0% increase, first increase in DVP history.</b>
<b>2015</b>	<b>0.0% First year of 5-year renewal (assessment rates were adjusted as part of renewal).</b>
<b>2014</b>	<b>0.0%</b>
<b>2013</b>	<b>0.0%</b>
<b>2012</b>	<b>0.0%</b>
<b>2011</b>	<b>0.0%</b>
<b>2010</b>	<b>0.0%</b>

### CPI-U over last year

The year-over-year CPI-U through Feb 2026 **advanced 2.9%**, according to the latest figures released by the US Labor Bureau.

The 2026 Assessment total is \$1,121,208, meaning:

- 1% increase in 2026 represents \$11,212
- 2% increase represents \$22,424
- 3% increase represents \$33,636
- 4% increase represents \$44,848

Our projected 2026 total labor cost (wages, payroll taxes, medical, WC, PTO, fees) is budgeted at roughly \$1.558 million. For context, a 3.0% increase in labor expenses in 2027 represents \$46,740.

Separately, our annual City/County contracts, contain a 3% increase on July 1 (\$12K increase July-Dec. 31), which help offset supplies/labor costs.

### Next steps

Board takes action. Then results (even a 0%) goes to City Council for ratification (tentative date is June 9), with a City Resolution being sent to the County to ensure assessments placed on annual tax rolls. Data must be received by County by early July. The 2027 assessment would appear on this fall's property tax roll and spring roll.



### Summer Boogie Nights: Weekly Dance Series (May 13 – Sept 2)

Standard Time: 6:00–8:00 PM On California & Main (unless noted)

- 5/13 – Salsa (Rumba Rey) - <https://www.facebook.com/reyesdelarumba/>
- 5/20 – 80's (The Movement Ventura) Block Party Kickoff - <https://www.themovementventura.com/> (This will be on the 600 block)
- 5/27 – Stompers (Heather & Danielle Out of town) <https://ventuckystompers.com/>
- 6/3 – Cumbia (Rumba Rey)
- 6/10 – Stompers
- 6/17 – Hip Hop (The Movement Ventura)
- 6/24 – Silent Disco Block Party Feature (Next Move) (This will be on California & Main)
- 7/1 – Stompers
- 7/8 – Merengue (Rumba Rey)
- 7/15 – Swing (The Juke Joint) Block Party Feature - <https://www.instagram.com/jukejointventura> (This will be on the 300 block)
- 7/22 – Hip Hop (The Movement Ventura)
- 7/29 & 8/5 – DARK (Ventura County Fair)
- 8/12 – Stompers
- 8/19 – Bachata (Rumba Rey)
- 8/26 – Swing (The Juke Joint)
- 9/2 – Hip Hop (The Movement Ventura) End of Summer Blowout (This will be on the 200 block by Mission)

### SUMMER REWIND BLOCK PARTY SERIES (May–Sept 2026)

MAY | 600 Block | May 20–21

JUNE | 500 & 400 Blocks (California Ave) | June 24–25

JULY | 300 Block | July 15–16

SEPTEMBER | 200 Block (Mission Park) | September 2–3

Each party has a theme: The 60's, 70's, 80's, 90s

Wednesday (5/20) | Live Music + Activities

Thursday (5/21) | Movie Night double feature, 4:30pm to 9PM

Larger upcoming scheduled events through July 4.

March 28 - The Hunt (family friend easter egg hunt at Plaza Park)

March 28 - Spring Wine Walk

April 3-5 – Flower Show at Ventura Botanical Gardens

April 18 – Ventura Earth Day Festival at Plaza Park

April 18-19 – Mountain 2 Beach Marathon

April 25 – Downtown Ventura Mini Golf Challenge

April 29 – DVP's Rollin' Ventura (free family skating night on South Oak Street)

May 1-3 – Jackalope Block Party

May 9 – Findings Market Spring Fair on South Oak Street

June 7 – Patchwork Show

June 13 – Bike the Coast at Promenade Park

June 13 – Boots & Brews Country Music Festival in Plaza Park

June 21 – Make Music Day throughout closure area

July 4 – Push Em Pull Em Parade and July 4 Street Festival

