



DVP BOARD OF DIRECTORS

Aug. 27, 2020, 8:30am

Bayview Room – Crowne Plaza Ventura Beach 450 E. Harbor Blvd.

Call to Order. President David Armstrong called the meeting to order at 8:35am in the Bayview Room atop the Crowne Plaza Ventura Beach Hotel.

DVP Directors present: Armstrong, Danny Quintana, David Comden, Emily DeArkland, Mike Merewether, Eddie Melendez, Debbie Fox, Whitney Riles, Christy Weir.

Others: Executive Director Kevin Clerici, Activation Manager Julie Henszey, Simran Malhotra from Raimi + Associates (via Zoom).

Minutes & Financials postponed to October. Director Clerici reviewed the year-to-date financials and passed out his forecasting effort through the end of the year.

ED Strategic Updates. Director Clerici and Julie Henszey presented a series of updates on Main Street Moves street closure, including upcoming Council vote to extend closure, event budget, stakeholder feedback and survey results and advertising efforts. Board discussion ensued around improved signage and safety measures and continued efforts to hand out masks and mask awareness, as well as monitoring table distancing at restaurants; event budget and fundraising; a new advertising campaign centered around Main Street Moves; stakeholder feedback; and the process to seek an extension of the closure into early 2021 and the date to ask for. It was decided to press for at least Valentine's Day weekend and beyond.

Other topics discussed included current Clean & Safe staffing levels, COVID protocols, ongoing beautification efforts (DVO/P was awarded a \$10,000 Beautification Grant), changes to the Downtown Parking District budget/expenditures, the renewal of the DVP-City Park Ambassador contract through June 2021, and the County certifying the 2021 PBID assessments, which will be included on the coming tax rolls.

Action item: Board authorized a public records request on the Harbor Blvd. Parking Structure loan documents. Motion made by Mike Merewether, seconded by David Comden. Passed unanimously.

Reports. No City Report. No Parking Advisory Committee Report as the Committee didn't meet in August. Simran Malholtra from Raimi + Associates presented, via Zoom, an introduction and overview of the City's General Plan update and took a couple questions.

No public comments.

Meeting adjourned at 10:47am.

Minutes prepared by Kevin Clerici