



DVP BOARD OF DIRECTORS MINUTES

Nov. 19, 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 8:34am in the Bayview Room atop the Crowne Plaza Ventura Beach Hotel.

DVP Directors present or by Zoom: Armstrong, Danny Quintana, Yvonne Besvold, Emily DeArkland, Mike Merewether, Mark Hartley, Debbie Fox, David Comden, Eddie Melendez, Whitney Riles, Christy Weir. Others: Executive Director Kevin Clerici.

September Minutes. Motion by Christy Weir, seconded by Mark Hartley. Passed unanimously.

Financials adopted. Treasurer Besvold provided a brief overview of the financials and recent accounting changes. Director Clerici provided and reviewed his forecasting spreadsheet through the end of the year. Motion made by Besvold, seconded by Christy Weir. Passed unanimously.

ED Strategic Updates. Director Clerici presented a series of updates on the Main Street Moves street closure, including extended closure to Feb 14, 2021, Kaiser Permanente's \$5K sponsorship, advertising blitz, gift card campaign, new lighting and "winterizing" outdoor patios and stakeholder feedback. Restaurants say closure has provided a financial lifeline amid the pandemic. Park Ambassadors to continue efforts to hand out masks and mask awareness. Holiday decorations, including 22-foot holiday tree, to be installed.

Clerici provided update on revised scope of work for remainder of CLUE Group contract, with focus on life after COVID – both in the short-term and long-term. Josh and Kennedy expect to have a draft memo in January and return to present to the Board at the February meeting.

There was discussion on vacant activation manager position, and having Director Clerici look at needed duties, what tasks can be delegated and modify job post to best serve these needs.

Action item: Board approved 2021 Budget and Spending Plan after Director Clerici shared overview and proposed changes in 2021. Passed unanimously. The 2021 spending plan is similar to 2020, with continued emphasis on expanded clean & safe efforts, streetscape improvements, advertising, advocacy and stakeholder engagement. There was discussion about possibly using any surplus funds as matching funds/contribution for proposed bollards effort to better close Main Street.

Parking Report. Meters are functioning on side streets only. Delays continue on parking structure proposal at Palm & Santa Clara and Walker consulting contract for downtown parking master plan.

No public comments.

Meeting adjourned at 10:11am.

Minutes prepared by Kevin Clerici