



VENTURA
PORT DISTRICT

Established 1952

**BOARD OF PORT COMMISSIONERS
OCTOBER 16, 2024**

Ventura Harbor

GATEWAY TO THE CHANNEL ISLANDS NATIONAL PARK

- Call to Order
- Pledge of Allegiance
- Roll Call

ADMIN AGENDA

ADMIN AGENDA

Adoption of the October 16, 2024 Agenda

**Approval of Minutes
October 2, 2024
Regular Meeting**

**PUBLIC COMMUNICATION
ADMIN AGENDA
ITEMS NOT ON THE AGENDA**

00 : 03 : 00

- Closed Session Report
- Board Communications
- Staff and General Manager Reports

ADMIN AGENDA

CONSENT AGENDA ITEMS

- A) Approval of Out-of-Town Travel Request for Deputy General Manager, Todd Mitchell
- B) Approval of a Professional Services Agreement with Rasmussen & Associates for Architectural Services
- C) Approval of a New Fishery Lease Agreement with J DeLuca Fish Company, Inc.
- D) Approval of Amendment No. 2 to the Retail Lease Agreement with Commissioned Desserts LLC dba Tod This Chocolate
- E) Approval of a New Office Lease Agreement with the Buenaventura Art Association
- F) Approval of a New Office Lease Agreement with Junior Explorers – Ventura LLC

PUBLIC COMMUNICATION CONSENT AGENDA

00 : 03 : 00

**RECEIVE AND FILE THE PUBLIC WORKSHOP REPORT AND
APPROVE THE WORKSHOP MINUTES OF SEPTEMBER 14,
2024**

RECOMMENDATION:

That the Board of Port Commissioners:

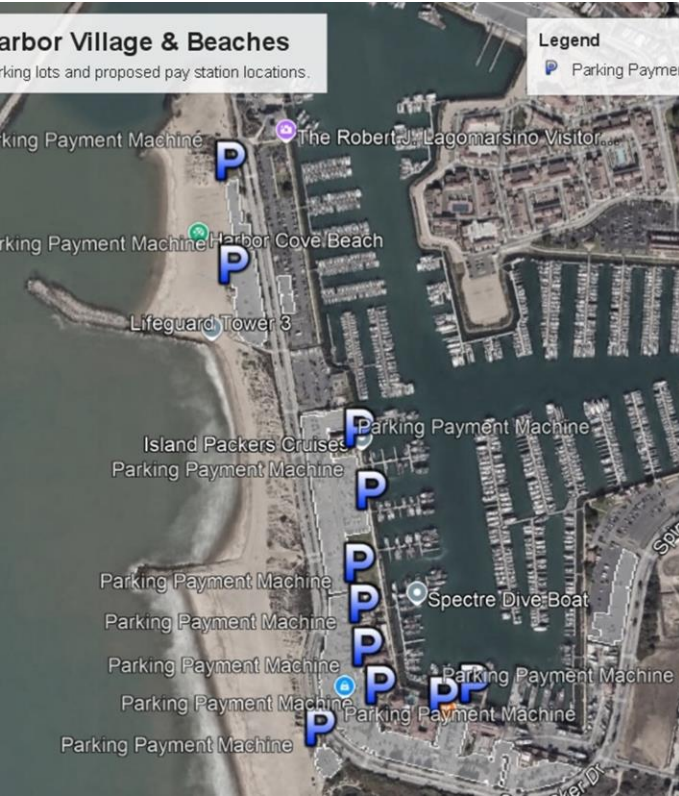
- a) Receive and file a report on the public workshop held on September 14, 2024.
- b) Approve the September 14, 2024 Workshop minutes.

**STANDARD
AGENDA
ITEM
1**

**Report by:
Brian D. Pendleton, General Manager**

SESSION 1: PARKING MANAGEMENT IMPLEMENTATION

DISCUSSION QUESTIONS



- The District's parking management plan will include paid parking at the Village and Beach Lots on Fridays through Sundays and Holidays from 10AM to 8PM. Spinnaker Dr. will be free 7 days/week.
- While this is intended to support Village businesses, through vehicle turnover during peak periods, there will be a need to work closely with our Tenants particularly during the rollout phase.
- What programs and services would you prioritize net parking revenue go towards (e.g. Parking validation with Village purchases, employee parking, shuttle buses b/t Village and Master Tenants/Satellite Parking Lots, Water Tax, Public education and marketing campaign, etc.)
- Parking Lot 19A (NW Corner of Harbor Blvd. and Schooner Dr. adjacent to the Mobile Home Park) will become the District's new recreational boat storage facility and free satellite parking.
 - What operational considerations do you think will be most important to its success (e.g. hours of operation, physical appearance, rules and regulations, shuttle service, etc.)
- The District's current boat storage on Anchors Way Drive will become a launch ramp overflow paid parking lot (7 days a week).
 - What operational considerations do you think will be most important to its success (e.g. hours of operation, physical appearance, rules and regulations, signage, etc.)

The comments center around the introduction of a paid parking system and its implications for visitors, employees, and local businesses.

1. **Parking Management & Revenue Allocation:**
 - Net revenue should be reinvested to benefit locals and visitors, such as improving facilities and funding amenities like a water taxi or shuttle. It could also be used to fund special events to attract visitors.
 - Net revenue could also be used to fund promotions, parking lot maintenance, additional wayfinding maps/signage, and accessibility improvements.
2. **Validation:**
 - There were numerous questions about how/whether visitor parking validation will be implemented, including who will be financially responsible for funding visitor validation (i.e. businesses and/or the District) including discussion on whether partial validation would be successful.
 - Several proposals suggest introducing annual passes for parking or water taxis.
3. **Employee Safety & Parking:**
 - Concerns arose regarding employee safety, especially for those parking in remote lots and walking after dark.
 - Ideas included shuttles or other services to assist employees (such as security escort for employees to return to their cars) and having designated areas for employee parking.
4. **Visitor Convenience:**
 - Need to make the user experience as convenient as possible.
 - Providing clear and extensive signage is crucial to guide visitors and avoid frustration.
 - Some commenters questioned the parking hours, with suggestions to adjust them to better suit visitor needs and attract more locals.
 - It was suggested that using the same mobility apps and equipment as the City uses could make it easier for local visitors.

DISCUSSION SUMMARY CONTINUED...

5. Seasonality & Flexibility:
 - The program might need to be seasonal to account for shifts in visitor demographics, particularly in winter when the visitors are more likely locals.
 - Flexibility in hours of operation was suggested, with room to expand or reduce depending on observed demand.
6. Management of Lots:
 - Management/oversight of parking areas, particularly Parcel 19A and old Dry Storage, are necessary.
7. Oversized and Free Parking:
 - Management of oversized vehicles and overnight parking are points of concern.
8. Transportation Options:
 - Strong support for reintroducing a water taxi service or using shuttles to reduce parking congestion.
 - Trolley services and bike rentals are suggested to enhance connectivity around the area.
9. Enforcement:
 - There needs to be a balance between strict enforcement (towing and fines) and flexibility (grace periods, easy-to-use apps).

In summary, while there was support for the parking management provided there was careful consideration for employee parking consideration, validation processes, employee safety, visitor convenience, signage, flexible enforcement, and reinvestment of net revenue into visitor-serving benefits.

Question 1	
At Harbor Village, the Parking Program could include the option of validation with a purchase from a Harbor Village business. In your opinion:	
a. Validation for any time spent at the Harbor is essential, even if there is less revenue for additional services.	54%
b. Validation on all-day passes is more beneficial because it will encourage beach users to patronize the Village, even if there is less revenue for additional services.	33%
c. I don't favor validation because reinvestment in inner harbor transportation (such as a shuttle and/or water taxi) and other public amenities is more important.	12%

SURVEY RESULTS

SESSION 1: HARBOR SUSTAINABILITY & RESILIENCY

DISCUSSION QUESTIONS

How can the District, Master/Village Tenants and Residents collaborate to:

- Increase recycling and reduce reliance on single-use materials such as plastics, etc.?
- Migrate vehicles, vessels, equipment to zero-emissions technologies without disrupting business operations, and impacting job opportunities and profitability?
- Develop policies and programs to improve resiliency for the harbor? (e.g. improved infrastructure standards, building and marina design, dunes restoration, commercial and recreational vessel pump out systems, etc.)



The comments focused on sustainability, infrastructure, and environmental challenges in the harbor, with emphasis on electric charging stations, recycling, storm preparedness, and the impact of climate events like sea-level rise.

1. Sustainability Initiatives:

- There was much discussion on expanding electric vehicle (EV) use in public areas, and also in Ventura Harbor North. There was also the discussion about providing EV charging for boats.
- Opportunities to expand solar power in parking lots, promote zero-emission technologies, and integrate electrification into marina infrastructure.
- Encouragement of aquaculture partnerships to diversify harbor activities and increase sustainability efforts.

2. Recycling and Waste Management:

- Enhancing recycling programs with better signage, more bins (especially along beaches and paths), and education for tenants and visitors.
- Discussion about composting and reusable materials, balancing eco-tourism opportunities with the cost and space required.
- There was also the comment that state and local regulations already impose strict requirements for recycling and waste management and a concern that imposing additional requirements (which add cost the District and its tenants) could be a concern.
- Concerns were also raised about trash in the harbor, stagnant water, and potentially adding additional in-water trash collecting technology.
- Pump-out facilities were also discussed, with suggestions for additional pump-out locations in areas more readily accessible to larger boats.

DISCUSSION SUMMARY CONTINUED...

3. Storm Preparedness and Resiliency:
 - Concerns over the impact of storms, sea-level rise, and tsunamis on marina infrastructure, with discussions on pile heights and structural designs.
 - The need for emergency planning, such as better collaboration with the City for storm events, particularly affecting Navigator, but also sand removal and levee maintenance (e.g., Santa Clara River).
 - Emphasis on improving the harbor's resiliency with policies regarding beach and dune restoration, storm management, and contingency plans.
4. Alternative Transportation and Infrastructure:
 - Proposals for improving bike paths, expanding the promenade for e-bikes and walking, and enhancing public transportation options like trolleys and water taxis.
 - Discussions on adding more EV charging stations, especially in new developments, and integrating charging stations into parking areas that aren't prime spots.
5. General Harbor Management:
 - Concerns about recycling container accessibility, the need for clean water circulation, and managing homeless activity around recycling areas.
 - Interest in expanding community-serving amenities like farmers markets and improving daily draws to the harbor.
 - Visitors should be able to provide feedback on their experience with managed parking.

In summary, the focus is on promoting sustainability through electric infrastructure and recycling, improving storm resiliency, and enhancing alternative transportation while addressing environmental challenges like waste management and climate change impacts.

Question 2	
Do you think the District should provide additional meetings/workshops regarding sustainability options?	
a. I am interested in seeing businesses phase out single-use materials and disposable plastics.	4%
b. I am interested in learning more about zero-emissions technologies and infrastructure.	12%
c. I believe suitable technology is out there and the District and Tenants should invest in modernizing their vehicle and vessel fleets now.	8%
d. I am interested in seeing the District do all of the above.	76%

SURVEY RESULTS

SESSION 2: PUBLIC SAFETY

DISCUSSION QUESTIONS



- Criminal Conduct
 - How can the District, Master/Village Tenants and Harbor residents collaborate to deter and reduce criminal activity (e.g. theft, violence, trespassing, illegal lodging, public intoxication, etc.) and its impacts to the visitor, employee and resident experience?
- Homelessness
 - What resources may be available to serve the homeless population needs in the Harbor area?
- Inner-Harbor and Beach Management
 - How can the District, Master/Village Tenants and Harbor residents collaborate to safely manage the growing interest and number of Harbor uses on land/water? (e.g. commercial vessels, recreational boats, electric boats, kayaks, stand-up paddle boards, beach recreation clubs, sponsored events, vendors, etc.)

The comments highlight safety concerns, homelessness, and the need for better coordination between the District, tenants, and the public in the harbor. In particular, the need for more education and communication.

1. Safety and Security:
 - Improvements needed for night safety, such as better lighting, additional security patrols, and emergency call boxes.
 - Coordination between Harbor Patrol and city police is critical for faster response times. There is also a need for clarification to our stakeholders on jurisdictional roles and responsibilities between Harbor Patrol and city police. Perhaps a police department representative could meet with tenants.
 - Public restrooms are a safety concern (especially at the public launch ramp), particularly at night, with suggestions for security upgrades like coded entry and increased surveillance.
2. Homelessness and Vagrancy:
 - Homelessness is a recurring issue, with discussions about working with local agencies like Turning Point Foundation to offer mental health resources and partnering with the city to address encampments.
 - Ideas include charging stations, removing bushes that provide hiding spots, and hiring security to monitor problem areas, especially restrooms.
 - The City has a vagrancy working group building a database on individuals causing safety concerns. Can this and other efforts of the City be leveraged by the District?
3. Public Education for Water Safety:
 - Increased education is needed for the safe use of rental boats, paddleboards, and kayaks, with a focus on enforcing safety rules, especially in high winds.
 - Enhanced signage and boating classes were suggested to ensure public awareness of harbor safety.
 - Facilitate a meeting between inner harbor water vendors to discuss best practices.
4. Collaboration and Resources:
 - Partnering with larger agencies for resources and hosting meetings with police and tenants to provide lists of available services.
 - Annual forums with vendors to address issues and solutions regarding water management, rental operations, and commercial activities.

In summary, the focus is on improving safety, discouraging criminal activity, addressing homelessness, better defining jurisdictional roles, and enhancing public education for safe harbor use.

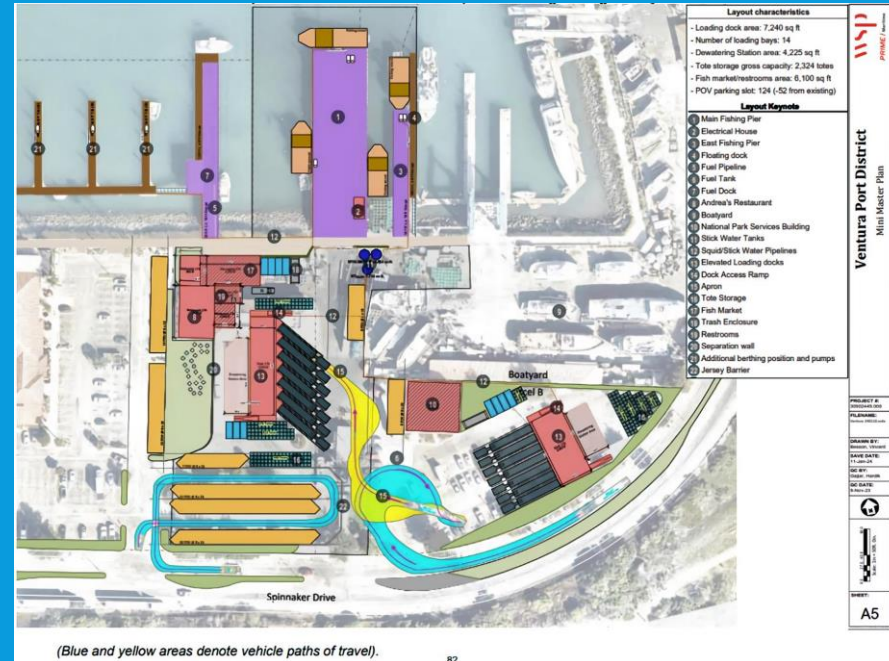
Question 3	
Do you think the District should create new policies or rules governing the operation of personal watercraft, kayaks, paddleboards, peddle boats, etc. for the inner-Harbor?	
a. I am regularly in the Inner-Harbor waters and have experienced issues where others have acted in a way where I have felt unsafe.	20%
b. I am regularly in the Inner-Harbor waters but have not had any negative experiences related to others in the water.	20%
c. I am not regularly in the water.	60%

SURVEY RESULTS

SESSION 2: ECONOMIC DEVELOPMENT

DISCUSSION QUESTIONS

- Commercial Fisheries Masterplan
 - What user groups in addition to commercial fishers and aquaculture firms should the District consider as part of its master planning efforts for the new complex? (e.g. public fish market, office, retail, gathering space, public restrooms, etc.)
 - What actions should the District take to minimize construction impacts to nearby residents and preserve business continuity for existing commercial fishers, restaurants, retail, and office users?
- Commercial Tenant Mix & Events
 - What types of retail, restaurants, entertainment and other tenants would you like to see the District pursue for Village vacancies?
 - The District provides a number of year-round events and activities. What other types of events and activities would you like the District to pursue?
- Parcel 5 Park Development
 - What amenities should the District prioritize given the potential need to phase in some elements due to cost considerations? (e.g. performance stage, amphitheater seating, wind screen, playground equipment, picnic areas, vendor booth areas, etc.)



The comments focus on enhancing the harbor experience through improved attracting tenants that can provide unique experiences, improved amenities, and event planning, while preserving the local character. Also included the need for a streamlined process with the City for permitting new projects in the harbor, particularly for the commercial fishing project.

1. Permitting and Development:
 - Expedite City permitting and inspections to avoid delays, especially for public safety and construction projects like the fisheries building.
 - Ensure development aligns with the community's identity, preventing over-gentrification and maintaining Ventura's local vibe.
2. Business and Commercial Growth:
 - Diversify commercial tenants, with interest in adding eateries (like delis and coffee shops) and creating more family-friendly spaces and activities.
 - Suggestions were to attract unique tenants (e.g. aquarium, Trader Joe's, fast burgers, Amazon shipping station) and children/family activities and entertainment.
3. Events and Attractions:
 - Develop the Parcel 5 area with event stages, seating, playgrounds, and family-oriented businesses. There is a need for public gathering space.
 - Increase events throughout the year, especially in the off-season, with a focus on community-centric activities. Ideas include returning events like weekday farmers market, Pirate Days, boat shows, concerts, and family-oriented events and festivals (high-school battle of the bands, cheer competition). Events should partner with tenants where possible.
 - Ensure events don't alter the harbor's character while attracting locals and younger demographics. Be mindful that events can create parking challenges.
 - Explore paid parking as a value-added service, with some net revenue dedicated to event funding.
4. Fisheries and Infrastructure:
 - Develop the fisheries masterplan, expanding seafood markets and creating public spaces for education and gatherings. Address impacts of construction. Provide good public information on the project.
 - Support aquaculture and maintain the working waterfront, ensuring the area remains viable for commercial activities.
 - Include educational component for the public about fishing.
 - Be mindful of the impacts of additional truck traffic from the project.

In summary, the priorities include streamlining development processes, attracting diverse businesses, hosting more events, enhancing the fisheries sector, and ensuring new developments retain the local community's character.

Question 4	
The District continues to invest in modernization projects in Harbor Village and Commercial Fishing complex as well as working with master tenants to facilitate improvements Harbor-wide.	
a. The District should prioritize its resources to attract more visitors and Ventura residents through events, activities, and developing a premier gathering space.	40%
b. The District should prioritize investment in additional modernization projects and continue to refresh and enhance the harbor.	32%
c. The District should balance its use of resources rather than focus on one of these.	28%

SURVEY RESULTS

PUBLIC COMMUNICATION STANDARD ITEM 1

00 : 03 : 00

**RECEIVE AND FILE THE PUBLIC WORKSHOP REPORT AND
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2024**

RECOMMENDATION:

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**STANDARD
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**Report by:
Brian D. Pendleton, General Manager**



VENTURA
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ADJOURNMENT
NEXT MEETING NOVEMBER 20, 2024

Ventura Harbor

GATEWAY TO THE CHANNEL ISLANDS NATIONAL PARK