



VENTURA  
PORT DISTRICT

*Established 1952*

**BOARD OF PORT COMMISSIONERS  
SEPTEMBER 14, 2024  
PUBLIC WORKSHOP**

**Ventura Harbor**

GATEWAY TO THE CHANNEL ISLANDS NATIONAL PARK

- Call to Order & Welcome
- Pledge of Allegiance
- Roll Call

# ADMIN AGENDA

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## Adoption of the September 14, 2024 Agenda

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### Workshop Overview

An aerial photograph of Ventura, California, featuring a long wooden pier extending into the blue ocean. The city is nestled at the base of rolling green hills and mountains. The text is overlaid in white on a semi-transparent blue background.

# GUEST SPEAKER

**Bill Ayub**  
**City Manager**  
**City of Ventura**

Ventura Port District Board Retreat

**Saturday, September 14**



**Bill Ayub, City Manager**

## Leadership Team



**Bill Ayub**  
City Manager



**Carlene Saxton**  
Assistant  
City Manager



**Brad Connors**  
Deputy  
City Manager



**Michael B. MacDonald**  
City Clerk



**Heather Sumagaysay**  
Public Information  
Officer



**Miles Hogan**  
Acting  
City Attorney



**Rachel Dimond**  
Community  
Development Director



**Greg Morley**  
Chief Financial  
Officer



**David Endaya**  
Fire Chief



**Valerie Barroso**  
Human Resources  
Director



**Mike Shaffer**  
Chief Technology  
Officer



**Stacey Zarazua**  
Parks & Recreation  
Director



**Darin Schindler**  
Chief of Police



**Charlie Ebeling**  
Public Works  
Director



**Gina Dorrington**  
Ventura Water  
General Manager

The **City of Ventura's Executive Leadership Team** is a group of accomplished professionals that oversee the day-to-day business of making the city run. In addition, they engage in long-range planning to ensure that projects fit within City adopted Council goals.

**Learn more, visit:**  
[CityofVentura.ca.gov/Leadership](http://CityofVentura.ca.gov/Leadership)

# KEY FOCUS AREAS

## Vibrant Ventura Vision

A Five-Year Economic Development Strategy

FINAL REPORT



1. *Lean* into **Driving clusters**
2. *Encourage* **Emerging Clusters**
3. *Expand* Activity in **Tourism and Visitor Sectors**
4. *Grow* Local **Lifestyle and Service** Businesses
5. *Improve* **City Processes**
6. *Expand* City **Capacity** for **Economic Development**

In partnership with the EDC, the City of Ventura funds three (3) separate loan options for businesses.

This fund is designed to create jobs, support the growth of Ventura's small business community, and revitalize the city's older commercial districts

Small Business Loan  
\$10k-\$50k

Commercial Rehab Loan:  
\$10k-\$50k

Code Compliance Loan:  
\$10k-\$25k

EDC | LOAN



# CITY OF VENTURA BUSINESS ASSISTANCE LOAN FUND







## City of Ventura & Ventura Chamber of Commerce

# Business Recognition Program

The City of Ventura's Business of the Month Program is designed to highlight one exceptional Ventura business each month for special achievements or other unique contributions made to the City. This recognition program is a collaboration between the City of Ventura Economic Development Division and the Ventura Chamber of Commerce.



# Community Demographics & Tax Revenue



**24.9**

Mean travel time to work  
IN MINUTES



**4.9%**

Unemployed



**55,057**

Total Occupations

- FY 25 General Fund Adopted Budget - \$149.3m
- Local tax revenue: \$98.4 million
  - 66% of the General Fund budget

## Employment

46% management, business, science, & arts

20% sales & office

18% service

8% natural resources, construction, & maintenance

8% production, transportation, & moving



## Tourism



Direct travel earnings - \$702 million (+11.5%)



Tax receipts generated by travel spending - \$162 million (+2.2%)



Visitor spending in Ventura County - \$1.87 billion (+2.2%)

## X Games



10% increase in ticket sales over 2023 with 57,231 attendees



18,000 fans used the shuttle system



5,100 room nights booked



1,400 bike valet check-ins

## City Project Updates

### Marina Park

- Breaks ground: Fall 2024
- Nine new play amenities
- Open to public: 2025



### Westpark Skatepark

- \$1.9 million grant
- Construction has begun
- Expands skatepark x6 in size
- Open to public: 2025



### Ventura River Trail

- \$5 million grant
- New paving, lighting, signage, 350+ trees, public art mural, accessibility
- Complete!



## Ventura Voices: New City Podcast

Tune in monthly for conversations and updates from City leaders sharing news, project updates, and more!

- Episode 1: Bill Ayub, City Manager
- Episode 2: Darin Schindler, Police Chief
- Episode 3: X Games with Meredith Hart and Marlyss Auster
- Episode 4: E-bike Regulations Explained

To learn more or send the City idea:  
[Cityofventura.ca.gov/VenturaVoices](https://www.cityofventura.ca.gov/VenturaVoices)



# Surfers Point Phase II

- New multi-use path and parking area
- Erosion protection and new sand dunes and natural landscaping
- Public art, new lighting, & more!
- Received \$16 million in grant funding thanks to the State of California Coastal Conservancy
- Major partnership between:



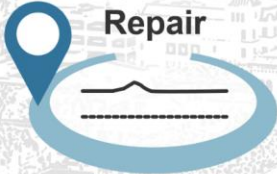


# A digital solution for City requests

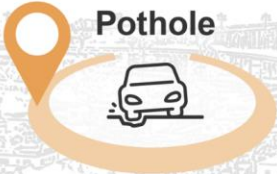
Say hello to community focused service without the hassle



Trees



Sidewalk Repair



Pothole



Traffic Issue



Graffiti



[CityofVentura.ca.gov/VenturaConnects](http://CityofVentura.ca.gov/VenturaConnects)

COMING SOON: Ventura Connects mobile app



## Features



Easy reporting



Mobile friendly



GPS tagged location



Share photos



Real-time updates

## How it Works

Submit a service request anonymously or create a free account.

1

Submit a request



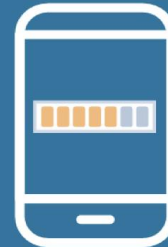
2

Automatically assigned to staff



3

Track progress



4

Notified when resolved

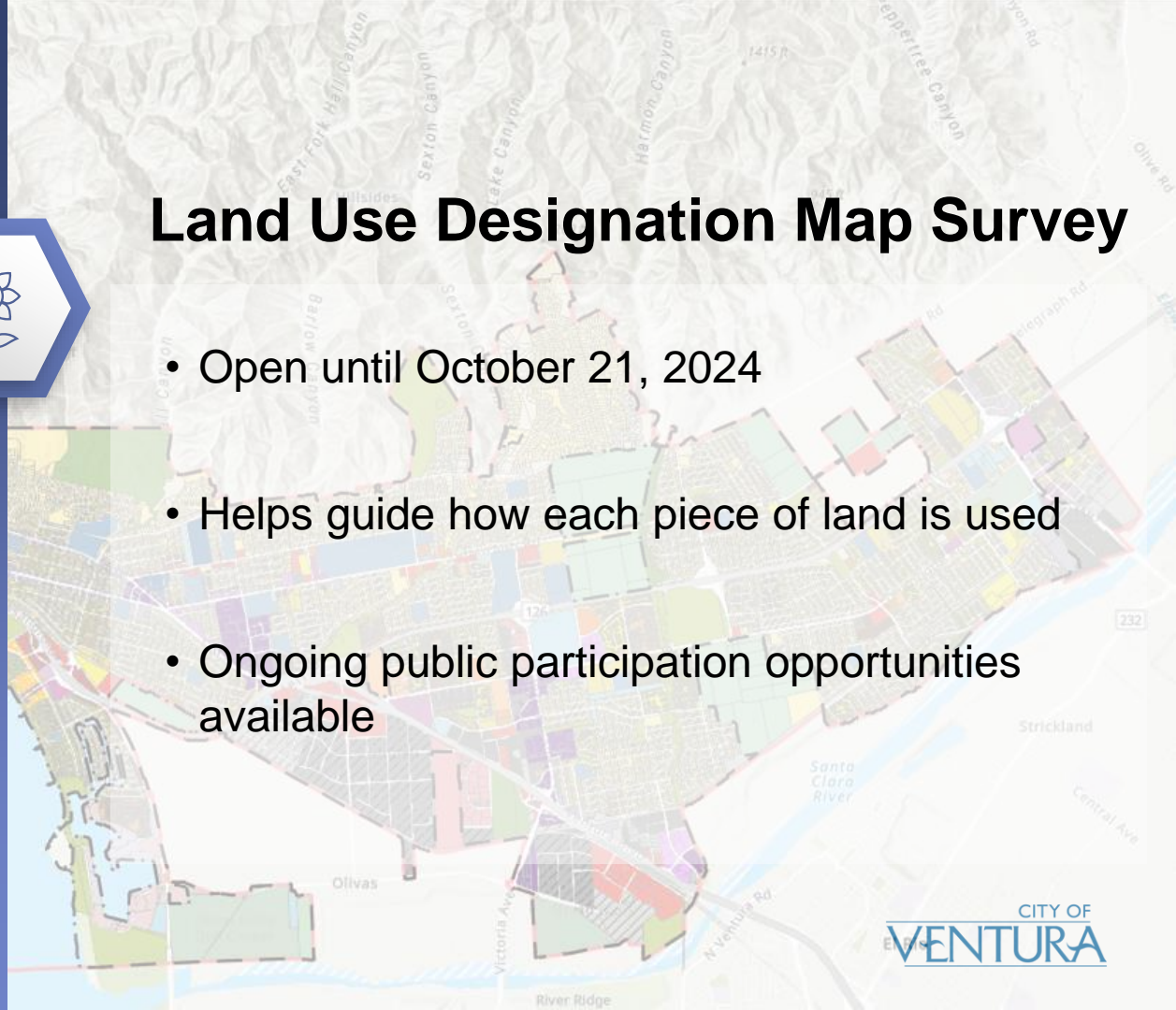






# Land Use Designation Map Survey

- Open until October 21, 2024
- Helps guide how each piece of land is used
- Ongoing public participation opportunities available



CITY OF VENTURA

STATE

*of the*

CITY

ADDRESS



**THURSDAY SEPTEMBER 19 • 7:30 - 9:30 AM**

**Crowne Plaza 100 E. Harbor Blvd. • Ticketed Event**

Presented by Mayor  
**Joe Schroeder**

Live streamed on YouTube 

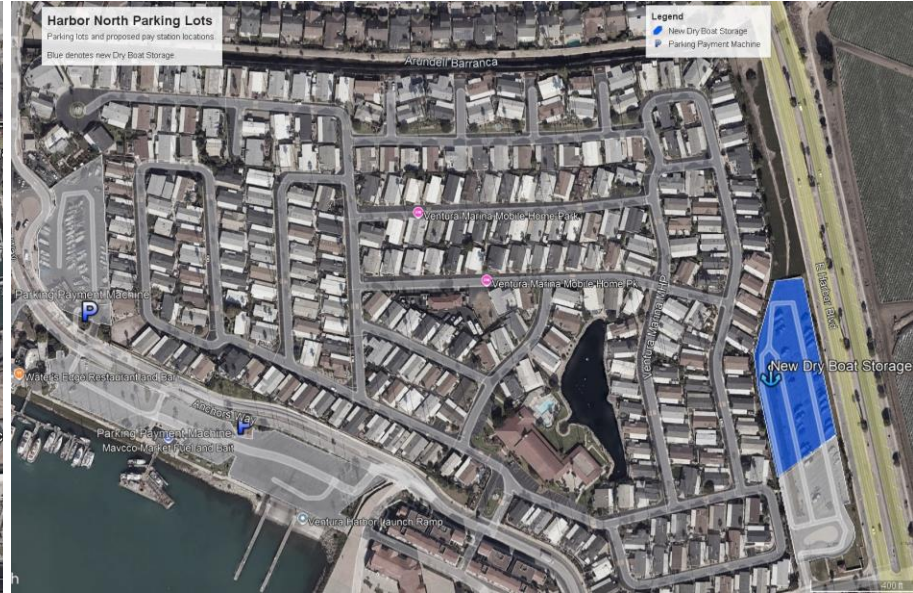
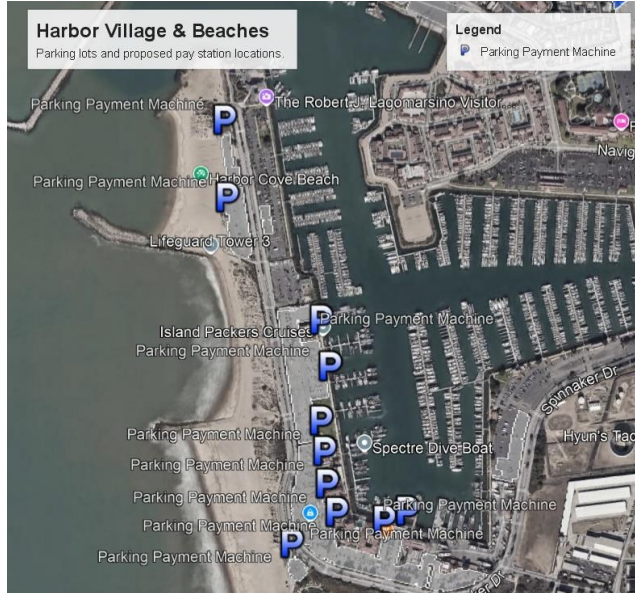


Learn more: [cityofventura.ca.gov/SOTC](https://cityofventura.ca.gov/SOTC)

# SESSION 1



# PARKING MANAGEMENT IMPLEMENTATION



Harbor Village/Beach Parking

VPD Dry Storage/Future Launch Ramp Overflow

- VHV Parking & Beaches: Free: M-Th, Paid: Fri-Sun + Holidays (10AM – 8PM)
- Spinnaker Drive: Free
- Launch Ramp + LR Overflow: Paid 24 Hours per day, 7 Days per week
- Relocate Dry Storage to Harbor & Schooner (blue area)
- Overflow parking at Harbor + Schooner: Free
- Goal to Implement by Spring 2025

# HARBOR SUSTAINABILITY & RESILIENCY



VPD Electric Vehicle



Ventura Yacht Club



Beach/Dunes

- District transitioning to zero-emissions fleet & installing EV chargers.
- Tsunami & Sea Level Rise design standards created in 2014. All new marinas required to comply.
- Storm surge & tsunami trends impacting beaches & dunes more frequently.
- Additional goals to reduce waste including single-use materials & plastics.

A composite image featuring a sunset over a body of water. In the foreground, a white sailboat with its sails up is on the water. To the right, a dark silhouette of a statue with a crown and flowing hair stands on a post. The sky is filled with soft, colorful clouds in shades of orange, pink, and purple. A dark horizontal band across the middle contains the text.

# BREAK AND NETWORKING



# SESSION 2

# PUBLIC SAFETY

- District working more closely with City public safety to improve response time & reduce frequency & impacts of criminal activities w/in the Harbor (e.g. theft, violence, trespassing, illegal lodging, public intoxication, etc.)
- Popularity of the Harbor is increasing the number of overlapping uses of inner harbor & beaches
- Growing number of commercial, recreational and other user groups seek to operate in the harbor



Pedal Boats



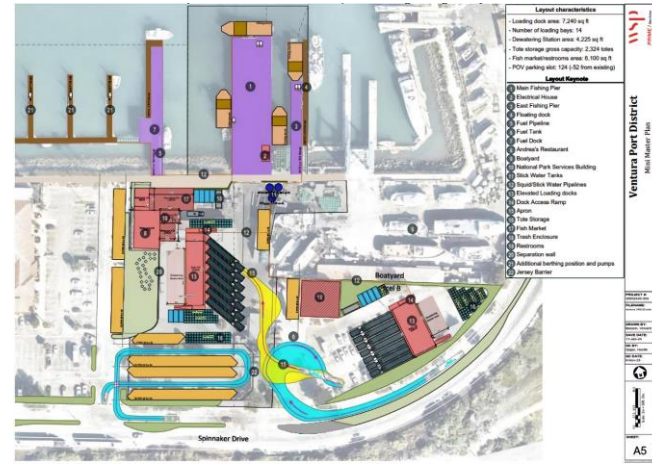
Fireboat Assisting Recreational Vessels



Public Safety Agencies Serving the VPD



# ECONOMIC DEVELOPMENT



Commercial Fisheries Master Plan

## District Engaged in Numerous Economic Development Projects:

- \*New Restaurant Façade at Harbor Village \*
- \*New Park at Harbor Village\*
- \*Commercial Fisheries Modernization\*
- \*Partnerships with master tenants\*



# SURVEY



# PUBLIC COMMENT

00 : 03 : 00

Change Clock Type

Digital

Duration:

00

03

00

TimeUp Reminder (Optional):

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Choose Sound Effect

None

Choose TimeUp Sound

None



VENTURA  
PORT DISTRICT

*Established 1952*

ADJOURNMENT  
NEXT MEETING SEPTEMBER 18, 2024

**Ventura Harbor**

GATEWAY TO THE CHANNEL ISLANDS NATIONAL PARK