Downtown Commission
Draft Minutes
8:30 a.m., Thursday, March 28, 2013
City Council Chambers
809 Center Street

Call to Order

Roll Call Chair, Jesse Nickell, Vice Chair Karl Heiman, Commissioners: Ron Slack, Dexter Cube (absent), June Hoffman, Zack Davis, Susan Pappas

Staff: Jim Burr, Marlin Granlund, Mark Dettle, Nancy Kaping

Announcements:

Marlin Granlund introduced Susan Pappas, the new Commissioner.

Oral Communications –

Commissioner Slack announced the Work for Youth Talent Showcase to be held April 13th, 7pm. at the Crocker Theater at Cabrillo College.

Commissioner Davis announced a recent court ruling in San Diego that suggests all public events need to go through the California Environmental Quality Act permit process.

Presentations – *No action may be taken*.

Consent Agenda

1. *Approval of Minutes – November 29,2012**
   Recommendation: Motion to approve the minutes of the November 29, 2012 Downtown Commission Meeting as submitted.

   Commissioner Slack motioned, seconded by Commissioner Heiman to approve the minutes of the November 29, 2012 Downtown Commission Meeting as submitted. Motion passed 5/0.

2. *Bike to Work Sponsorship 2013-2014**
   Commissioner Slack motioned, seconded by Commissioner Heiman to approve a $7,500 sponsorship of Bike to Work for 2013-2014. Motion passed 6/0.

General Business

3. *Election of Officers**
   Recommendation: That the Downtown Commission elect a Chair and Vice-Chair for 2013.

   Chair Nickell opened the floor for nominations for Chair. Commissioner Slack nominated Commissioner Hoffman. Chair Nickell nominated Commissioner Heiman. There were no further nominations. The nominations were closed and Commissioner Heiman was elected Chair for 2013 6/0.

   Chair Nickell opened the floor for nominations for Vice-Chair. Commissioner Heiman nominated Commissioner Davis for Vice-Chair. There were no further nominations. The nominations were closed and Commissioner Davis was elected Vice-Chair for 2013 6/0.

*4. Parking Fund Capital Improvement Program FY 2014-2016**

Commissioner Hoffman motioned, seconded by Commissioner Pappas to increase contribution to the Trolley fund to $10,000. Motion passed 6/0.

Commissioner Slack motioned, seconded by Commissioner Nickell to recommend that City Council approve the Parking Fund Capital Improvement Program. Motion passed 6/0.

*5. Cedar/Cathcart Parking Structure – Update**

Rick Longinotti, People Power said the consultant should study the possibility for customers first, incentives for downtown employees, and the City should publish results of 2008 survey with Chris Reyes.

Amelia Conlin, People Power said the City needs to look carefully at data collection methods and alternatives before building a new structure. She also noted that Ridespring has offered to put together a package for downtown employees.

Mindy Gardener, branch manager for Santa Cruz Community Credit Union spoke of the inability to access the Credit Union on Front Street. She said that more focus needs to be put on the area near the Arena since that area is growing. She hopes this will be taken into account for the planning of a new parking structure.

Mya Lev, owner of The Yoga Center feels it is a poor idea to build a parking structure in the lot that is used by the farmers market. She said parking is needed further south.

Mark Dettle, City of Santa Cruz Public Works Director said the plans need to be set in motion soon so the parking structure is in place for work demand.

*6. Downtown Commission Work Plan for 2013**

Recommendation: Discussion on Work Plan for 2013 and motion to bring back for approval at next Downtown Commission meeting.

Commissioner Karl motioned, seconded by Commissioner June to bring back the Downtown Commission Work Plan for 2013 for approval at the next Downtown Commission meeting. Motion passed 6/0.

Chair Heiman appointed Commissioner Cube to the Downtown Neighbors Association.
Chair Heiman appointed Commissioner Davis to meet with City Planning to see what is happening with the River, Front, and lower Pacific design guidelines incentive.

Presentations:
Peter Koht – economics of downtown and how things are going, patterns on Silicon Valley and how that will affect us
DMC – Peter Prindle on the Host Program
Update on signage coming into the City
Strategy being used by City to fill unoccupied space
The trolley program
Project 180180 – working to get the homeless re-accessed
Update on Tannery and Abbott's Square

*7. Arena Event Parking**

That the Downtown Commission consider the issues and benefits resulting from the arena event parking downtown and confirm current operations or make recommendations for changes to downtown event parking policies.

Chair Heiman proposed to start an adhoc committee. Commissioner Hoffman will lead committee, Commissioner's Pappas and Davis will be on committee. Recommendations of the committee will be brought back to the Commission.

Commissioner Hoffman motioned, seconded by Commissioner Nickell to extend the meeting 10 minutes.

Information Items

8. Update on Lot 10 PARC's Project, EV Charging Station Project & Locust Garage Restroom Project

Written Material Submitted

*9. Crime Reports for November and December 2012 and January 2013**

*10. Downtown Host Reports for October, November, and December 2012**

**Written Material*

Subcommittee/Advisory Body Oral Reports

Downtown Incentives Promotion – Lead Commissioner Heiman

Parking Division Budget – Lead Commissioner Nickell
Arena Event Parking – Lead Commissioner Hoffman

Items Initiated by Members for Future Agendas

Update on Pacific Avenue two-way or one-way
Discussion on better signage in downtown
Receptacles needed for cigarette butts

Adjournment

The Downtown Commission adjourned from the March 28, 2013 meeting to the next scheduled meeting on May 23, 2013, 8:30 a.m. at the City Council Chambers.