Downtown Commission Agenda

Draft Minutes

8:30 a.m., Thursday, May 23, 2013
City Council Chambers
809 Center Street

Call to Order 8:33am

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

Staff: Jim Burr, Marlin Granlund, Mark Dettle, Filipina Warren

Announcements: None

The Chair may announce and set time limits at the beginning of each agenda item

Oral Communications – *None*

Presentations – *No action may be taken***.**

General Business

1. *Approval of Minutes – March 28 ,2013**
   Recommendation: Motion to approve the minutes of the March 28, 2013 Downtown Commission Meeting as submitted.

   Commissioner Hoffman motioned, seconded by Vice-Chair Davis to approve the minutes of the March 28, 2013 Downtown Commission Meeting as submitted. Motion passed 5/0.

2. *2013 Work Plan**
   Recommendation: Motion to approve Downtown Commission Work Plan for 2013.

   Commissioner Nickell motioned, seconded by Vice-Chair Davis to approve the Downtown Commission Work Plan for 2013. Motion passed 5/0.

   Commissioner Nickell suggested reviewing the Work Plan earlier in November, Marlin Granlund noted that it would require a change in the current bylaws. Commissioner Heiman requested that at the next meeting that the Work Plan be reviewed and for the Commission to receive oral report updates regarding the Work Plan. Commissioner Pappas recommended that the packet material not be printed double-sided and for a page numbers to be added to the pages. Marlin Granlund will email the material and people can print as needed.

3. *Economic Competitiveness: Parking Deficiency Fee Incentive**
   Recommendation: That the Downtown Commission recommend that City Council approve the modification of the Parking Deficiency Fee Reduction Strategy enacted on 7/26/2011 and extend it through the end of Fiscal Year 2014, and extend the 10% structural reduction for office/service (BIA Type III) users only through the end of FY2014.

Report presented by Peter Koht, Economic Development Agency, regarding commercial leasing activities in the Bay Area and Santa Cruz, as well as, current incentives for new businesses.

Mark Dettle commented on his current visit to Boulder, Colorado with the Chamber of Commerce. In Boulder, there are strict downtown requirements, parking constraints, and a climate action fee.

Commissioner Nickell motioned, seconded by Commissioner Hoffman to approve staff recommendation to City Council. Motion passed 5/0.

Information Items

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

Commissioner Hiemann recommended notifying businesses regarding current and future projects in the Downtown Association newsletter.

Written Material Submitted

*5. Crime Reports for February, March, and April 2013*no comments*

*6. Downtown Host Reports for January, February, March, and April 2013*no comments*

*7. Longinotti Letter from 3/28/13**
Commissioner Heiman wanted to discuss whether the current "Shared Parking Model" is outdated or is there room for improvement? Jim Burr is looking at updating & reviewing the Model next fiscal year.

**Written Material*

Subcommittee/Advisory Body Oral Reports

Downtown Incentives Promotion – Lead Commissioner Heiman
Recommended utilizing the Downtown Association (DTA) to submit information to businesses. Marlin Granlund noted that information is promoted on Facebook & Twitter. Commissioner Pappas suggested putting the address for the City's Facebook page in the DTA newsletter.

Parking Division Budget – Lead Commissioner Nickell
Budget was approved by DTC in March and will be approved by City Council in July. Commissioners Dexter, Nickell, & Heiman will meet in the fall to review itemized list, and report to DTC.

Arena Event Parking – Lead Commissioner Hoffman
Ad hoc committee's recommendation only covered the impact of parking on downtown businesses during Warriors events, and did not include non-Warrior events. Marlin Granlund will have a staff report for the next meeting regarding the Ad hoc committee's recommendations. Chair Heiman suggested formalizing recommendations on parking, and Commissioners Pappas and Hoffman will meet with Marlin Granlund and Mark Dettle.

DTC will look into the three (3) exhibition concerts to be scheduled at the Arena.

Items Initiated by Members for Future Agendas

Update on Pacific Avenue two-way or one-way
Jim Burr will ask the Chamber of Commerce and DTA to discuss at July 25th meeting.

Discussion on better signage in downtown area
Marlin Granlund will present at July 25th meeting, information regarding the Way Finding Plan from the Council's June budget approval meeting.

Receptacles needed for cigarette butts
Nonsmoking ordinance will be expanded to side streets. DTA will bring their proposal to Council regarding recommendation on the nonsmoking ordinance. Once the ordinance has been approved then it will be discussed on placement of receptacles.

Parking validation program- Hoffman
Marlin Granlund will report on the Parking validation program, and how it will be promoted at July 25th meeting.

Cleaning budget on sidewalk vs sidewalk maintenance - Nickell
Requested looking at the CIP and setting funds aside for sidewalks cleaning and maintenance. Marlin Granlund discussed bringing this as a recommendation to the Parking division Ad hoc Committee.

Prioritizing 2014 Work Plan - Heimann

Commissioner Pappas suggested that the next meeting to go until 11am.

Adjournment

Commissioner Nickell motioned and Commissioner Pappas seconded. Motion passed 5/0.

The Downtown Commission adjourned from the May 23, 2013 meeting at 10:07 am to the next scheduled meeting on July 25, 2013, 8:30 a.m. at the City Council Chambers.