



## BOARD OF DIRECTORS

### SPECIAL MEETING FINDINGS & NEXT STEPS

October 6, 2007

#### **Board members in attendance**

Ron Baranov  
Bob Grinchuk  
Cindy Lehman  
Anne Rast  
Sean Schwerdtfeger  
Warren Simon

#### **Staff in attendance**

George Franck  
Janelle Luna  
Carol Schultz

#### **Facilitator**

Paul Van Dolah

- A. **CALL TO ORDER.** Cindy Lehman, Board President, called the meeting to order at 9:20 am.
- B. **PUBLIC COMMENT.** The President called for public comment from any in attendance. There being none, the President introduced Paul Van Dolah as the facilitator for this planning session.
- C. **PRESENTATIONS**
  1. **Objectives.** Paul Van Dolah provided a brief overview of the day's activities and objectives.
  2. **Board Self-assessment.** Paul began by reviewing the findings of the Board self-assessment completed by the majority of the Board members.
  3. The survey identified areas for improvement:
    - a. Board member recruitment;
    - b. Board officer succession plan; and
    - c. Regular self-assessment.
  4. **Overview of Projects and Status.** Carol Schultz reviewed the draft annual report for FY 2006-07 and a set of projections for tasks undertaken in FY 2007-08.
  5. Carol also presented a framework of current and emerging trends, in particular:
    - a. Parking card and meter technology;
    - b. The "sea change" in community input; and
    - c. Factors that affect working with the City.
- D. **GROUP DISCUSSIONS.** The Board identified its strategic direction and priorities.
  1. **Projects.**
    - a. The Board's primary criterion for determining Return on Investment (ROI) is whether a project increases parking availability.
    - b. The Board should stay focused on viable projects.
    - c. A working group led by Ron Baranov will scan for potential large parking project opportunities. The group will bring any potentially viable projects to the Board for discussion.
    - d. Board members agreed that projects will move forward faster if they become directly involved in the community discussions and requested that staff bring them in as appropriate to facilitate faster resolution of issues.

- e. The Board agreed that the studies underway are appropriate and should be completed as soon as possible.
- f. The Board also agreed that the projects currently underway are appropriate.
- g. The Board supported the Florence School project and affirmed that it should be pursued as quickly as possible.
- h. The Board requested an update on the facts surrounding the Mission Hills-Hillcrest Library site to determine the viability of moving that forward at this time.
- i. The Board requested that the Program Committee reexamine the viability of a shuttle program.
- j. The Board requested that communication be re-initiated with the DMV for possible use of their lot for evening parking.

**2. Board Business.**

- a. When possible discussions at the Board regarding administrative matters will be kept to a minimum, allowing maximum time for discussions regarding projects and strategic priorities.
- b. A Board Recruitment Committee composed of Cindy Lehman, Anne Rast and Sean Schwerdtfeger was established.
  - (1) The committee is charged with identifying the skill set needed in the next member to be recruited and to identify potential candidates for the current vacant position on the Board.
  - (2) The committee also will address developing an officer succession plan.
- c. The development of the Leadership Succession Plan will be deferred to a future agenda.
- d. The Executive Director will request that legal counsel review the Bylaws for completeness and compliance with current corporations law.

**3. Community Relations.**

- a. The Board agreed that it is essential to:
  - (1) Take on and address inaccurate information quickly and directly;
  - (2) Aggressively demonstrate and communicate the accomplishments; and,
  - (3) Identify new projects that will increase parking and get them done.
- b. The Board asked the Executive Director to get more information about the CPC action recommending against Community Parking Districts and to arrange for a Board appearance at the next CPC meeting.
- c. The Board also asked the Executive Director to arrange to put this matter on the Oct. 18 agenda of the Parking Advisory Board.
- d. The Board suggested possible avenues for positive publicity:
  - (1) AIA Orchids and Onions awards; and
  - (2) Roger Showley, Union Tribune writer.

**E. ADJOURNMENT**

The President adjourned the meeting at 1:05 PM.

*Prepared by Paul Van Dolah, Facilitator, and Carol Schultz, Executive Director*