



BOARD OF DIRECTORS

MINUTES, NOVEMBER 6, 2008

A. PUBLIC MEETING CALL TO ORDER

1. The Board of Directors of the Uptown Partnership, Inc. a planning session on November 6, 2008, at 3108 Fifth Avenue, San Diego, CA, for the purpose of transacting all proper business of the corporation.
2. Board members present: Ron Baranov, John Eisenhart, Jim Frost, Bob Grinchuk, Cindy Lehman, Bob Orphey, Anne Rast, and Warren Simon.
3. Board member absent: Sean Schwerdtfeger
4. Staff present: Carol Schultz, Janet Fairbanks, John Hargreaves, and Janelle Luna.
5. Others present: Ron Lacey, Mayor's Office
6. President Cindy Lehman called the meeting to order at 4:40 PM.

B. PUBLIC COMMENT

1. None.

C. ADOPTION OF CONSENT AGENDA

1. Anne Rast offered the **motion** to adopt the minutes for the meetings on Sept. 4 and Oct 4 with the correction, offered by Bob Orphey, that Sean Schwerdtfeger was present at the Oct. 4 meeting. M/S. **Motion** passed unanimously.

D. ADOPTION OF AGENDA

1. Bob Grinchuk offered the **motion** to adopt the agenda with a recommendation to address Action Item F.1 before the Organization Business items. M/S. **Motion** passed unanimously.

E. ORGANIZATIONAL BUSINESS

1. Financial statements

Ron Baranov offered the **motion** to accept the August 2008 financial statements, pending any adjustments required by the FY2007-08 audit. M/S. **Motion** passed unanimously.

2. Executive Update

Carol Schultz reviewed two items that did not appear on the November 2008 Executive Update.

Kristine Kehoe announced the DMV has selected Lankford & Associates of San Diego to demolish and redevelop the Normal Street DMV. As new information emerges, Carol Schultz will continue to update the Board.

The Partnership has been selected by the City, along with Downtown Parking Management Group (DPMG), to test new single-head meters that accept credit cards. The new meters will be installed on Fourth Avenue between Robinson and University Avenues. Partnership staff will work with the City and DPMG to create publicity materials and monitor the success of the pilot program.

Carol Schultz offered to answer questions concerning the Executive Update; Board members had no questions.

3. Staff Updates

Five Points – Janet Fairbank was pleased to report the project is on schedule. Since the September Board meeting, three events associated with the project have taken place – (1) A kick off meeting with the consultant team; (2) A walk through the study area with the Five Points Advisory Committee, Board

members, the consultant team, and neighborhood; and (3) An October 2008 public workshop. The consultants are currently collecting and analyzing information. At the next public workshop, tentatively scheduled for January 2009, the consultants anticipate presenting design alternatives to the neighborhood.

Joint Transportation Committee – John Hargreaves, Janelle Luna, and Jamie Harlow surveyed the Hillcrest businesses in October 2008. Surveying has ended, and John Hargreaves will begin inputting and analyzing the data for presentation to the Joint Transportation Committee in November 2008. Several trends the surveying team noticed include – businesses had difficulty understanding and responding to a question about their busiest times; businesses were uncertain what part of the City their customers come from; and many businesses included comments on their surveys.

F. ACTION ITEMS

1. Letter of support for Downtown Parking District Report #4
 - a. The Downtown Community Parking District is requesting that the City Council take three actions. The first one has three parts – (1) expand the scope of its pilot program to include all of Downtown, (2) recognize the Downtown Parking Management Group as the advisory body for the expanded program, and (3) extend the program until April 30, 2009.
 - b. The second action requests amendments to Ch. 8 of the Municipal Code to (1) allow varying time limits for on-street parking, (2) allow parking meters to operate beyond 6:00 PM, and (3) allow a range of meter rates from \$0.25 to \$3.00 per hour.
 - c. The third action directs the Mayor to implement similar parking programs in other Community Parking.
 - d. At the moment the City of San Diego can vary rates without consulting CPD's and Report #4 would allow the Partnership to take the lead in revising Uptown meter rates and times.
 - e. Jim Frost made the recommendation to remove the word "unconditionally" from the draft letter.
 - f. John Eisenhart offered the **motion** to accept the letter with the recommendation by Jim Frost. M/S. **Motion** passed 6-2-0.
2. Parking Validation/Token Program
 - a. Jim Frost is developing a proposal for Uptown Partnership to sell parking validation tokens for use by local merchants and their customers. The key provisions of the proposal are (1) Partnership sells parking tokens to businesses, (2) A business gives as many tokens to a customer as it wishes, (3) A customer uses tokens for on- or off-street parking on a return visit, (4) City and private lot owners collect the tokens, and (5) Partnership redeems collected tokens.
 - b. Initial research indicates that all of the types of on-street meters that Uptown may use can be programmed to accept tokens. The cost of tokens varies from \$0.08-\$0.35 each, depending on the amount purchased.
 - c. Cindy Lehman and Bob Orphey will present the Parking Validation/Token Program idea to managers of private lot management companies with whom they have relationships and seek feedback on their interest in participating. They will report responses at the December 2008 Board meeting. Board agreed more research is required to determine the feasibility of the program.
 - d. Board voted **unanimously** to refer the proposal to Planning & Projects Committee and Joint Transportation Committee for detailed analysis. M/S. **Motion** passed unanimously.
3. 2008 Financial Audit Report
 - a. The Audit Committee met twice with auditor West Rhode & Roberts – on September 10 and October 22. At the second meeting, the Committee reviewed the preliminary audit report and, after making minor revisions, voted to recommend that the Board of Directors approve the final report.

- b. The City's deadline for submitting our audit is Nov. 28, 2008.
- c. Ron Baranov offered the **motion** to approve the final audit report for FY 2007-08. M/S. **Motion** passed unanimously.

G. UPDATES

- 1. None.

H. CITY CPD PROGRAM

- 1. None.

I. COUNCIL DISTRICTS AND MAYOR'S OFFICE

- 1. Ron Lacey

City Budget - The City of San Diego 2009 budget has a \$43 million shortfall. The Mayor and City Council will need to take measures to close the shortfall. The Mayor has proposed a plan that will lay off City Staff and shut down certain City services, with more cuts possible throughout the year. The Mayor anticipates by 2010 the City will have a \$90 million budget shortfall.

Water Conservation – The City of San Diego is at a stage 1 emergency but, within a year, the emergency indicator could rise. In the coming months, people may see their water bills increase and a ballot with water measures for the region will be enclosed in January water bills.

J. URGENT NON-AGENDA ITEMS

- 1. None.

K. ADJOURNMENT

The Board adjourned at 6:10 PM.

Next Board of Directors meeting is scheduled for December 4, 2008

Approved by Board on

Certified after Board approval by

Date

Warren Simon, Secretary