



BOARD OF DIRECTORS

MINUTES, DECEMBER 04, 2008

A. PUBLIC MEETING CALL TO ORDER

1. The Board of Directors of the Uptown Partnership, Inc. held its monthly meeting on December 4, 2008 at 3108 Fifth Avenue, Suite B, 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, and Anne Rast.
3. Board members absent: Sean Schwerdtfeger and Warren Simon.
4. Staff present: Carol Schultz, Jessica Freeman, Janelle Luna, and John Hargreaves.
5. Others present: Alissa Gabriel, Mike Vogl, and Ben Acasio.
6. President Cindy Lehman called the meeting to order at 4:35 p.m.

B. PUBLIC COMMENT

1. None.

C. ADOPTION OF CONSENT AGENDA

1. Anne Rast offered the **motion** to accept the consent agenda as presented. M/S. **Motion** passed unanimously.

D. ADOPTION OF AGENDA

1. The Board voted unanimously to accept the agenda as presented. M/S. **Motion** passed unanimously.

E. ORGANIZATIONAL BUSINESS

1. Financial statements

Ron Baranov offered the **motion** accept the September 2008 financial statements as presented. M/S. The Board unanimously passed the **motion**.

2. Executive Update

Carol Schultz directed Board members to the attached Executive Update.

F. ACTION ITEMS

1. **MAYOR'S FIVE-YEAR FINANCIAL OUTLOOK**

PARKING ENFORCEMENT PLAN IMPROVEMENT (\$1.8 - \$5.5 MILLION)

In November 2004, a citywide Parking Task Force presented its recommendations to City Council including parking policy updates, proposed internal parking management restructuring, and general policy guidelines for parking management. Specifically, the recommendations identified pricing as a method to manage the parking supply. Although City Council accepted these recommendations, not all have been fully implemented.

Based on existing parking studies, Council Policy, best practices from experts in the field of parking, and the work of community members and city staff who have been at the forefront of addressing parking issues, this joint parking plan proposes implementing (1) performance-based parking pricing; (2) extended hours of operation; and (3) modification of Council Policy 100-18.

This citywide parking plan incorporates proven parking strategies to control parking demand and generate a revenue increase of approximately \$1.8-\$5.5 million annually. The approach is similar that used in cities like Seattle, San Francisco, and Redwood City, where free-market pricing at

meters is implemented based on the straightforward economic theory of supply and demand. Moreover, pricing strategies generate revenue that would recover costs and fund improvements within the communities that experience significant traffic and high parking demand.

John Eisenhart offered the **motion** that Uptown Partnership support performance-based pricing and extended hours with the understanding that the Partnership is the lead organization for determining meter rates and times in Uptown. M/S. The Board passed the **motion**. In-favor – 6, Against – 0, Abstention – 1.

2. TEST PROGRAM FOR IPS METERS

Presentation and demonstration by City staff – Mike Vogl and Ben Acasio.

On Dec. 8, 2008, the City will begin a four-month test period for operating 24 credit-card friendly, single-head meters on Fourth Avenue between University and Robinson.

In addition to offering greater convenience for users, these meters have wireless communication capabilities that will provide data about meter and parking space use.

Ron Baranov offered the **motion** to direct staff to monitor the test program and prepare data summaries about meter and parking space use for the Board. M/S. The Board unanimously passed the **motion**.

3. JOINT TRANSPORTATION COMMITTEE SURVEY ANALYSIS

Staff from Uptown Partnership and Hillcrest BIA surveyed 109 Hillcrest businesses in October and reported their findings to the Joint Transportation Committee on Nov. 20. The Joint Committee will meet on Jan. 22, 2009, to plan a public workshop that uses the survey analysis to get additional information from neighborhood businesses and residents.

4. ACTION FOR CONSIDERATION

Three seats will become vacant, those currently held by Jim Frost (serving a one-year term due to a vacancy) and by Cindy Lehman and Sean Schwerdtfeger (serving three-year terms).

The Bylaws allow for up to 15 Board members. In October, the Board identified a lack of public affairs expertise among its members. Do Board members wish to ask the Nominations Committee to make a recommendation about expanding the Board to add this expertise?

John Eisenhart offered the **motion** to elect Sean Schwerdtfeger, Bob Orphey, and Robert Grinchuk to serve as the ad hoc Nominations Committee. The Committee will be responsible for recommending to the Board at its February 2009 meeting –

- candidates for three vacant seats at the Board election in March 2009, and
- whether to expand the number of Board members in order to include public affairs expertise.

M/S. The Board unanimously passed the **motion**.

5. STATUS OF CITY STAFFING

Carol Shultz noted the chart in the Board packet has changed since it was distributed. Scott Kessler has left the City and Beth Murray, whose background is in Developmental Services, will report to Bill Anderson under a new title position. Scott Kessler's last day as Deputy Director of Community & Economic Development was Nov. 21, 2008.

Bill Anderson has been demoted to his former position as head of Planning & Development from head of Land Use, the position that Jim Waring vacated.

Although the CPD contract administrator position still exists on paper, Community & Economic Development has no authority to hire for the foreseeable future.

No action taken.

G. Updates

1. None presented

H. URGENT NON-AGENDA ITEMS

1. How to invest the 3.8 million the Partnership has been dutiful enough to save.

Board discussed options and one alternative is to build a parking structure.

More information was needed on spending alternatives. Partnership staff will research and add the topic as an action item to the Board's February meeting agenda.

I. ADJOURNMENT

The Board adjourned at 6:30 PM.

Next Board of Directors meeting is scheduled for February 5, 2009

Transcribed and drafted by Janelle Luna

Approved by Board on

Certified after Board approval by

Date

Warren Simon, Secretary