



# DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, November 10, 2011

7:30 A.M.

Gebhard Meeting Room

630 Garden Street

Santa Barbara, CA 93101

1) **CALL TO ORDER:** 7:30 a.m.

2) **ROLL CALL**

DPC MEMBERS

Matt LaBrie

Tom Williams

Eric Kelley

Bill Collyer

Gene McKnight

Trey Pinner

Krista Fritzen

Attendance

Present

Present

Present

Present

Present

Present

Present

CITY STAFF PRESENT :

Browning Allen, Transportation Manager

Victor Garza, Parking /TMP Superintendent

Dion Tait, Parking Supervisor

Rebecca Jimenez, Parking Supervisor

Malcolm Hamilton, Administrative Assistant

Scott Durfor, Assistant Parking Coordinator

LIAISONS PRESENT:

Deborah Schwartz, Planning Commission

Randy Rowse, City Council

OTHERS PRESENT:

3) **PUBLIC COMMENT**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF OCTOBER 13, 2011**

T. Pinner requested a correction in the Finance Subcommittee status report. The sentence that references the shuttle fare was misleading in the use of the word "suggestion." T. Pinner clarified that the conversation did not include a recommendation and was informational only.

**Motion:** To approve the minutes from the regular meeting of October 13, 2011.

**Made By:** Bill Collyer **Second:** Eric Kelley

Yeas: 7 Nays: 0 Abstain: 0 Absent: 0

5) **PRESENTATION OF QUARTERLY OCCUPANCY REPORT**

M. Hamilton presented the 2011 quarterly occupancy report for July, August, and September. He noted that overall the 2011 occupancy was steady or slightly above on average compared to 2010 during the weekdays, weekend daytime, and Sunday daytime.

M. La Brie asked if there are any monthly permits active in City Lot 5. B. Beaudette said that there are no active monthly permits; however some businesses are issued pass-through permits to use private spaces.

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T. Williams said that is important to think about the future parking supply in the Victoria/State area, considering the Ensemble Theatre project and potential revitalization. M. Hamilton responded that Parking staff will need to analyze and utilize all available resources to absorb the parking demand, including use of the Louise Lowry lot.

D. Schwartz asked if higher occupancy is the trend for Lot 6 from about 2008 to present. M. Hamilton said yes that is the trend. V. Garza said that Lot 6 is following the same trends as Lots 2 and 10 after each was built. Lots 2 and 10 were not highly utilized after opening, but steadily increased average occupancy as customers changed habits and became aware of the new lots.

D. Schwartz asked if Downtown Parking allows private events in the lots. B. Allen said the City does not allow private events in the lots for two reasons. First, the lots were not designed to hold the concentrated weight of pedestrians, but rather for transient loads or cars. Secondly, the Committee voted to not allow private events in the lots.

T. Williams asked if any lots were closed for structural construction during the months presented in the charts. M. Hamilton said that all lots were open during these occupancy surveys.

T. Pinner said it would be helpful to add the number active permits to the charts. B. Beaudette said that it is important to differentiate between active monthly permits and utilization of monthly permits.

M. La Brie asked if there is an update to the partnership with the Louise Lowry lot and also an update for the County parking in the Granada Garage. V. Garza said that members of staff are discussing scenarios to better utilize the Louise Lowry lot. B. Allen said that the County parking request is in discussion and will come to the Committee for recommendation further in the talks.

G. McKnight asked how Saturday compares by itself to Monday through Friday occupancy surveys. V. Garza said that the rate structures are different so staff chooses to break it up.

### 6) OPERATIONS UPDATE

#### Structural Construction

V. Garza informed the Committee that structural upgrade construction for City Lot 2 will begin after the end of the Santa Barbara Film Festival. Staff sent out an informational flyer to surrounding businesses and stakeholders. Staff presented the project to the Downtown Organization and at a public meeting for affected stakeholders. V. Garza said that the Skateboard shop requested to temporarily use the Chapala queuing lane for customer parking. Staff is evaluating that request. V. Garza said that the Canary Hotel also requested that heavy/noisy construction begin later in the morning to allow guests to enjoy their morning. Parking will also post signs at the entrances and exits after the holidays.

T. Pinner asked how long of a closure is expected. B. Allen said just about two months.

T. Williams said that it is important to note that the lack of public participation in the public meeting was identical to the previous meetings for City Lots 9 and 10.

E. Kelley asked if there were any surprise complaints for Parking staff in these meetings. V. Garza said that staff learned a lot from the Lot 10 closure. V. Garza said that staff is more aware of the placement and design of directional signage as well as the anticipation of impacting the surrounding lots.

B. Collyer said the D.O. presentation was well received.

V. Garza said that staff asked Paseo Nuevo management to extend their hours and possibly allow some Paseo Nuevo employees with monthly permits to park in the Paseo Nuevo lots for the duration of the construction.

M. La Brie asked if the project on the corner will affect the construction project. V. Garza said that staff does not anticipate interference from that project.

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M. La Brie asked how many permit parkers there are in Lot 3. B. Beaudette said that there are only a handful of monthly permits in that lot. The area is more able to absorb cars than the Lot 10 area.

R. Rowse said it is important to make the directional signs large enough to be easily read by people driving in their cars.

### Way Finding Maps

V. Garza said that staff was asked to evaluate the idea of placing way finding signage in the City parking garages. With the help and input of downtown stakeholders, staff contracted with Custom Media to design and install eight total way finding maps in three parking garages: City Lots 2, 9, and 10.

D. Schwartz asked if these way finding maps were developed in conjunction with the Visitors Bureau for their international map program. B. Collyer said that the projects are separate.

D. Schwartz asked if there are merchants denoted on the map. B. Collyer said that only landmarks are pointed out, but visitors can scan a link on the maps and they are directed to the Downtown Organization map.

T. Pinner asked staff to consider putting a label above the cases to help customers identify the maps.

B. Collyer commended staff on quickly ushering this project through the process.

T. Williams asked how many signs will be placed in each lot. V. Garza said that staff originally walked through the lots and picked spots with high pedestrian traffic, focusing on elevator and stair exits.

B. Collyer said that two will also be placed in the Paseo Nuevo as well.

### Elevator Advertising

V. Garza said that staff is continuing discussions with Elevated Advertising to conduct a trial. V. Garza said that Elevated Advertising and Custom Media are in discussions to transfer the image to prepare for laminate printing.

T. Williams asked if there are examples in the City beside the Cottage Hospital advertisements. B. Allen said not at this time.

M. La Brie asked if the advertising will be installed in time for holiday exposure. V. Garza said that staff is working towards that goal.

## **7) GOVERNMENT RELATIONS SUBCOMMITTEE**

M. La Brie said that because of Brown Act concerns and to give G. McKnight and himself the opportunity to speak more freely in each other's presence, the full Committee should consider ending the standing Government Relations Subcommittee. B. Allen said that technically because the GRC was a standing committee, each time Matt and Gene are together or meet with someone, it should be posted.

B. Allen said that using an ad hoc committee is the best solution to preserve Brown Act integrity and also provide input to local leaders and the community.

M. La Brie said that it is important that the Committee does not send the wrong message by discontinuing the GRC.

T. Pinner asked how the Government Relations situation is different than the other Subcommittees. B. Allen said that the Communications and Finance Subcommittees are regularly posted and do not meet with elected officials. E. Kelley summarized the conversation by stating that the standing Government Relations Committee actually hinders the effectiveness of the GRC.

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**Motion:** To discontinue the Government Relations standing Subcommittee.

**Made By:** Bill Collyer **Second:** Eric Kelley

Yeas: 6 Nays: 0 Abstain: 1 Absent: 0

**8) ADJOURNMENT**

The meeting adjourned at 8:35 a.m.