



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, February 12, 2009
7:30 A.M. – 9:00 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

<u>DPC MEMBERS</u>	<u>Attendance</u>
Randy Rowse	Present
Tom Williams	Excused
Jim Hammock	Present
Bill Collyer	Present
Matt LaBrie	Present
Gene McNight	Present
Eric Kelley	Present

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Victor Garza, Parking / TMP Superintendent
Brandon Beaudette, Administrative Assistant
Rebecca Jimenez, Parking Supervisor
William McTomney, Public Works Administrative Officer

LIAISONS PRESENT:

Grant House, City Council

Others Present

3) **PUBLIC COMMENT:**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF JANUARY 8, 2009.**

It was moved by Gene McNight and seconded by Bill Collyer to approve the minutes. The motion was carried 5 yeas/0 nays.

5) **REPORT REGARDING THE PROPOSED CHANGES TO MONTHLY PARKING PERMIT RATES**

B. Allen presented a background on the rates of the monthly parking rates. Included in the background was why Commuter Lots are offered at a discounted rate as they are further away from the downtown core. At the request of the Downtown Parking Committee, staff is proposing small increases more frequently rather than large increases on a less frequent basis.

R. Rowse asked for how permits are sold and what levels the different lots are at? B. Beaudette replied that permits are sold based on level of occupancy of the parking lot. If a lot reaches over 85% occupancy then additional permits are not sold. Existing permit holders do not lose monthly permit.

G. McKnight asked how permits are marketed. V. Garza answered that flyers are posted and may be handed out at the lot. Permits are targeted for businesses with the immediate block of the parking lot where permits are available.

R. Rowse commented that while he is concerned about raising any kind of rate in this economy the fee resolutions are put into place to help level the playing field over the entire program.

J. Hammock made a motion to accept staff's recommendations and approve the recommended changes to the Monthly Permit Rates. The motion was not seconded. E. Kelly commented that the Commuter Lots seem inconvenient and perhaps should not be increased. M. LaBrie inquired about the usage on the Commuter Lots. B. Beaudette replied that usage of the two commuter lots is up slightly. B. Allen added that shuttle usage is also up. R. Rowse commented that he is inclined to go with staff's recommendation as the numbers were undoubtedly crunched on this item. E. Kelley stated that he is becoming more persuaded about the Commuter Lots.

E. Kelley resubmitted the original motion to accept staff's recommendations and approve the recommended changes to the Monthly Permit Rates. It was seconded by J. Hammock. The motion was carried 5 yeas/0 nays.

6) REPORT REGARDING THE PROPOSED CHANGES TO THE PARKING BUSINESS IMPROVEMENT AREA (PBIA) ASSESSMENT AND THE IMPACTS OF PERFORMING ARTS THEATERS ON THE DOWNTOWN PARKING SYSTEM

R. Rowse started with a background on the role of the PBIA subcommittee over the last couple years in regards to the proposed changes to the PBIA. He reinforced that the idea was not to nickel and dime all the businesses but rather to make the assessment equitable throughout all businesses. He stated that the Parking Business Improvement Area is a great partnership between the local businesses and a public entity.

B. Allen provided a further background on the work of the proposed changes and what those changes are. The most controversial change would be to the Non-Profit theaters. The subcommittee did not want to charge per square foot so a proposed \$.25 per ticket charge was introduced. The belief was that the theater would pass along this charge to the promoter. It was finally settled that the Non-Profit Theaters would be charged a \$.20 per half of the house seat capacity. B. Beaudette presented a survey that showed the impacts of the theaters to the parking system.

R. Rowse would like the original Penfield & Smith analysis included with the report. He would also like a legal opinion by the city attorney on the legality of not charging an assessment to non-profit groups.

G. House asked why the need to assess the Non-Profit group. R. Rowse replied that the need is to make the system equal throughout. R. Kelley echoed that his businesses, located next to the Granada Theater, helps pay into the system while the Granada Theater does not

M. LaBrie asked if the committee should wait for more information. J. Hammock stated that he recommends the committee move forward with the proposed changes as a lot of staff and meeting time has been spent on the analysis of these changes.

B. Allen stated that if approved to move forward that the committee will see this new assessment again in April. In addition, public outreach will be done and he plans on taking R. Rowse and B. Collyer to personally speak with the theaters.

It was moved by Bill Collyer and seconded by Matt LaBrie to approve the proposed changes to the Parking Business Improvement Area assessment. The motion was carried 5 yeas/0 nays.

7) QUATERLY REPORT ON GRANADA GARAGE PERFORMANCE

R. Rowse acknowledged that the committee has received the Quarterly Granada Garage Performance Report. He suggested that this report could possibly be e-mailed to the committee in the future.

8) PRESENTATION ON THE BUDGET

B. Allen gave a background on revenues and the operating budget. R. Rowse asked for a summary description of the different line items of the Downtown Parking budget.

J. Hammock commented how the DPC and staff went through a comprehensive analysis a few years back on the needs of the capital program and what contributions would be necessary to meet that capital program. B. Allen added that in 2006 a rate adjustment was made to increase revenue by \$1.8 million. Those revenue targets have not been met.

G. House stated that it is important for the Downtown Parking Committee and staff to communicate the program's needs to council because all programs will be explored.

There was a short discussion on the Capital Program. B. Allen stated that it would be brought back to the committee next meeting.

9) PRESENTATION OF A HOLIDAY OCCUPANCY REPORT

R. Rowse acknowledged that the committee has received the Holiday Occupancy Report

ADJOURNMENT: The meeting adjourned at 8:51 a.m.