



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, October 14, 2010
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

Randy Rowse	Present
Tom Williams	Present
Eric Kelley	Present
Bill Collyer	Present
Matt LaBrie	Present
Gene McKnight	Present

Attendance

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Jessica Grant, Project Planner
Brandon Beaudette, Parking Resource Specialist
Rebecca Jimenez, Parking Supervisor
Dion Tait, Parking Supervisor

LIAISONS PRESENT:

Grant House, City Council

Others Present

None

3) **PUBLIC COMMENT:**

None.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF SEPTEMBER 9, 2010**

It was moved by B. Collyer and seconded by G. McKnight to approve the minutes. The motion was carried 5 yeas/0 nays.

5) **REVIEW OF THE DOWNTOWN PARKING OPERATING BUDGET**

B. Beaudette presented the Downtown Parking Operating Budget with actual numbers at 25% through the fiscal year. He noted that Hourly and Monthly/Commuter Permit revenue were on target. Both Monthly and Commuter's budgeted numbers for Fiscal Year 2011 were raised this year so this was a positive sign. Material, Supplies and Services actual numbers were a bit higher due to encumbrances for the entire year.

G. McKnight had a question about the popularity of the Pre-Paid Parking Cards. He noted that he had purchased one and was very convenient to use. He would like to see the cards promoted more. B. Beaudette replied that the Pre-Paid cards started last November and sales have doubled from the old paper parking coupons. He added that with the acceptance of credit cards at the kiosks that sales of the Pre-Paid would slow down.

R. Rowse asked how the testing of the credit cards was coming. B. Allen stated that testing had not begun as the city had to install an additional firewall to meet PCI compliance before testing could begin. He noted that staff still intends to meet the holiday deadline of acceptance of credit cards at the downtown kiosks.

M. LaBrie requested that a Sub-Committee be formed to discuss the Marketing and Signage Programs. He volunteered himself and R. Rowse asked if anyone else on the committee would be interested. It was decided that B. Collyer and R. Rowse would form the Sub-Committee.

T. Williams asked for the status of the signage when Lot 10 is closed for structural upgrades. J. Grant answered that the same "P" signs that are currently up around downtown would be added to the surrounding blocks of Lot 10 directing parkers to other parking lots. This must first be brought to the Historic Landmarks Commission for approval before these signs could be posted. G. House asked if temporary signs could be used. J. Grant replied that the size that is currently allowed wouldn't work for directional signage. G. House offered to help facilitate use of appropriate signage when the Ordinance Committee meets next.

G. McKnight asked on the status of the directional signage for the parking lots. B. Allen replied that the bids will have to come in first for the structural upgrades for lots 9 and 10. He added that it should be done sometime this fiscal year for those two lots.

E. Kelley suggested that a smart-phone app. or website, whether it is the city or the Downtown Organization, provide a map with pertinent landmarks of the downtown area.

6) REVIEW OF THE PROPOSED FY 2011 CAPITAL IMPROVEMENT PROGRAM

B. Allen reviewed the current FY 11 Capital Improvement Program as well as presented the FY 12 Proposed Capital Improvement Program. Included in this year were the annual Maintenance Program, Elevator Modernizations, and Pavement, Surface and Paseo Improvements. The projects are just starting as pavement prep work is being done this week.

T. Williams asked if the lots were being closed for the pavement prep work and were businesses notified. D. Tait replied that the businesses were notified and signs were posted 72 hours in advance. D. Tait also stated that staff is working with the elevator company to identify which elevator is in most need of work first.

M. LaBrie requested if project names could remain as it gets confusing when a new CIP is brought with different names but the same project.

T. Williams questioned when RDA funds would be appropriated for the proposed CIP projects next year that are RDA funded. B. Allen replied that it is part of the budget process that is done in spring.

G. House asked if Federal Stimulus money or grants were ever looked into for funding of the Capital Improvement Program. B. Allen replied that most projects are not eligible or too difficult to attain grants for these kinds of projects. E. Kelley suggested that programs such as MTD would be better suited to receive grants, therefore freeing up the money that Downtown Parking contributes.

7) PRESENTATION OF COMPARISON OF THE BI-ANNUAL OCCUPANCY REPORTS

B. Beaudette presented a comparison of occupancy reports done bi-annually. The reports consisted of comparisons in May and September of years 2008 through 2010. They showed peak occupancy in May was down approximately 6% and down approximately 3% in September.

R. Rowse asked if the reports could be reports on a quarterly basis. T. Williams and M. LaBrie would like to see the reports also broken down by individual lots. B. Beaudette replied that both requests could be accommodated.

9) ADJOURNMENT: The meeting adjourned at 8:52a.m.