



DOWNTOWN PARKING COMMITTEE

REGULAR MEETING

MINUTES

Thursday, August 8, 2019
David Gebhard Public Meeting Room
630 Garden Street
Santa Barbara, CA 93101

1) CALL TO ORDER

The meeting was called to order at 7:35 AM.

2) ROLL CALL

DPC MEMBERS

Trey Pinner (Chair)
Edward France (Vice Chair)
Robert Janeway
Matt LaBrie
Andy Newkirk
Sean Pratt
Kate Schwab

ATTENDANCE

Present
Present
Present
Present
Excused
Present
Present

CITY STAFF PRESENT

Victor Garza, Downtown Plaza and Parking Manager
Dan Hentschke, Assistant City Attorney
Dion Tait, Parking Supervisor
Sarah Clark, Parking Resources Specialist
Geiska, Velasquez, Project Planner
Chris Rickerd, Parking Coordinator
Mindy Jackson, Administrative Specialist

OTHERS PRESENT

Lesley Wiscomb, Planning Commission

LIAISONS PRESENT

Randy Rowse, City Council
Meagan Harmon, City Council

3) CHANGES TO AGENDA

None.

4) PUBLIC COMMENTS

Anna Marie Gott – Ticketing of smokers that are homeless. She asked why others aren't being ticketed at night.

5) APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF JULY 11, 2019

Motion:

To approve the minutes from the regular meeting of July 11, 2019.

Made By:

1st Robert Janeway 2nd Matt LaBrie

Vote:

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

Discussion:

None.

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6) PARKING BUSINESS IMPROVEMENT AREA (PBIA)

Dan Hentschke, Assistant City Attorney, reported that there are no conflicts of interest of the financial assessment with committee members. There is no direct or indirect impact.

Sarah Clark, Parking Resources Specialist, gave a report on the process to assess the PBIA methodology and develop a new Engineer's Report.

She is working closely with Walker Consulting whose contract was approved by Council on August 6. Walker Consultants is a national consulting firm that specializes in parking design and consulting on Operations, Parking Technology, Parking Districts, and Financial Analysis. The project goal will be to establish a new methodology with assessment rates and boundaries that ensures businesses benefitting from the Downtown Parking system are assessed equitably.

Walker will review Downtown Parking's operations, finances and revenue model, study recent changes in parking use and customer behavior, and calculate the value of parking benefits provided.

The Role of the DPC will be to comment on operational priorities, revenue targets, and assessment methodology.

The Role of City Council is to approve the strategy to achieve recommended revenue estimates and approve the Assessment Methodology, adopt the Engineer's Report, and approve implementation of the Levy of assessment. There will be two presentations at Council, one in November/December 2019 regarding the methodology and revenue estimates. In May 2020, will be the Adoption of the Engineer's Report and levy of assessment.

DISCUSSION:

Kate Schwab asked who the Stakeholders are, and Sarah Clark stated that the Stakeholders are the business owners in the downtown area.

Matt LaBrie stated that seasonality should be considered by the Consultant in order for the data to be a fair representation. Sarah Clark said that the consultant would be made aware of this concern.

Councilmember Rowse said that before taking this to Council, that the committee should be ready to let Council know what they would like to see happen.

Trey Pinner mentioned using the Finance Subcommittee in instead of bringing this back to the full committee to discuss the details of the revenue estimates, parking benefits, and the different methodologies that could be used.

PUBLIC COMMENT:

Anna Marie Gott spoke about short term rentals in the PBIA and that parking demand should be considered.

7) FIESTA REPORT

Chris Rickerd, Parking Coordinator, gave a report on Fiesta occupancies and revenue, and clean-up efforts. It was mentioned that credit card usage has gone up every year.

Victor Garza, Downtown Plaza and Parking Manager, reported on the confetti clean-up and that the Solstice parade had been used as a model. Screens were placed over storm drains to capture confetti. Crews did a great job with the cleanup.

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8) PROGRAM UPDATES

There were program updates on the following:

- a. City-wide process to remove illegal signage reserving public parking for private use. Victor Garza said that staff will be contacting businesses with the intention of finding solutions for those who are illegally posting signs. The DPC requested that this item come back to the full DPC as a regular agenda item in September.
- b. CIP update – Victor Garza introduced Geiska Velasquez, the new Project Planner. She be working 50% for Transportation Planning and 50% for Downtown Parking

DISCUSSION:

Ed France mentioned that we need to be protective of our resources since they have been mandated to do this and there is no funding.

Victor Garza responded that a staff person has been dedicated to on-street parking issues.

Trey Pinner mentioned that there is now an obligation without an increase of revenue. This happened after going to Council with the Funk Zone study.

PUBLIC COMMENT:

Anna Marie Gott spoke about parking that is being blocked in the right of way because of objects that have been left there. She also stated that commercial vehicles in private parking lots are taking up parking.

The next Downtown Parking Committee Meeting is scheduled for September 12.

9) ADJOURNMENT

The meeting adjourned at 8:40 AM