



CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

DOWNTOWN COMMISSION (DTC)

Regular Meeting

December 05, 2019

8:30 A.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

Commission meetings are audio recorded and will be posted to the Advisory Body webpage following the meeting.

Written material for every item listed on the agenda is available for review at the Public Works office, 809 Center Street, Room 201, and online at www.cityofsantacruz.com.

Time limits set by Commission Policy are guidelines. Unless otherwise specified, procedures for all items, are:

- Oral staff report
- Public comment - 3 minutes each; maximum total time may be established by the Presiding Officer at the beginning of an agenda item
- Commission deliberation and action

No action will be taken on items listed under Oral Communications, Announcements, Presentations, and Information Items

Appeals - Any person who believes that a final action of this advisory body has been taken in error, that decision may or may not be appealable to the City Council. Appeals must be in writing, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk Administrator. Appeals must be received by the City Clerk Administrator within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.

Additional Information

Visit the City's Web Site at www.cityofsantacruz.com with links including City Advisory Body Meeting Agendas and Minutes, Advisory Body Information, and the Santa Cruz Municipal Code.

A copy of the full DTC agenda, agenda reports and attachments which are included in the meeting packet, are available for review at the Central Library on Church Street no later than three (3) days prior to the meeting date.

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. If you wish to attend this public meeting and will require assistance, such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Public Works Office at (831) 420-5162 or e-mail gruble@cityofsantacruz.com at least five (5) days in advance so that arrangements for such assistance can be accommodated. The Cal-Relay system number: 1-800-735-2922.

Any writing related to an agenda item for the open session of this meeting distributed to the DTC less than 72 hours before this meeting is available for inspection at the Public Works Department at 809 Center Street, Room 201. These writings will also be available for review at the DTC meeting in the Council Chambers.

Downtown Commission (DTC)

8:30 AM

Call to Order

Roll Call

Announcements

The Chair may announce and set time limits at the beginning of each agenda item.

Oral Communications

Presentations

Approval of Minutes

1. September 26, 2019 Downtown Commission Meeting Draft Minutes

General Business

2. 2020 Calendar of Downtown Commission Meetings

Motion to approve 2020 calendar for Downtown Commission Meetings.

3. Downtown Commission Work Plan for 2020 - Draft

Motion to approve Downtown Commission Work Plan for 2020 with comments.

Information Items

4. TDM Update

5. Parking Division/ Operational

Written Material

Subcommittee/Advisory Body Oral Reports

Commissioner Work Plan Updates

Items Initiated by Members for Future Agendas

Adjournment



Downtown Commission

Regular Meeting

Draft Minutes

8:30 a.m., Thursday, September 26, 2019

City Council Chambers

809 Center Street

Call to Order 8:31 a.m.

Roll Call: Chair Deidre Hamilton; Commissioners Dexter Cube, Zach Davis, Joe Ferrara, Brett Garrett, and Patrick Prindle.

Absent with Notification: Vice Chair Matt Farrell

Statements of Disqualification: Commissioner Joe Ferrara on Item #2

Oral Communications None

Announcements None

Presentations 8:32 a.m.

1. Economics of Parking Report

Bonnie Lipscomb, Economic Development Director and Brian Borguno, Parking Program Manager, gave a presentation on the Economics of Parking Report.

Approval of Minutes 9:19 a.m.

2. May 23, 2019 Downtown Commission Draft Minutes

MOTION: Commissioner Cube moved, seconded by Commissioner Garrett to approve the minutes of the May 23, 2019 Transportation and Public Works Commission Meeting.

ACTION: The motion carried unanimously with the following vote:

AYES: Chair Hamilton, Commissioners: Dexter Cube, Zach Davis, Brett Garrett, and Patrick Prindle.

NOES: None.

ABSENT: Vice Chair Farrell

DISQUALIFIED: Commissioner Ferrara

General Business 9:21

3. Introduction of New Commissioner Joe Ferrara

Brian Borguno, Parking Program Manager, gave an introduction of the newly appointed commissioner Joe Ferrara

Informational Items 9:26 a.m.

4. TDM Update

Claire Fliesler, Transportation Planner, gave an update on the TDM program.

5. Pilot of Smart Meters on Pacific Avenue Update

Brain Borguno, Parking Program Manager, gave an update on the Smart Meters pilot on Pacific Avenue.

6. Parking Division/Operational Updates

Brain Borguno, Parking Program Manager, gave an update on the Revenue and Control System Upgrades and the new equipment for the River Street Garage. He also let the commission know there was sealant work done at River Street Garage as well.

Written Material

7. Economics of Parking Executive Summary/Full Report

8. PD Stats

Brian Borguno, Parking Program Manager, notified the commission that he is working on gathering additional Downtown related reports and will continue to bring PD stats on a regular basis.

Subcommittee/Advisory Body Oral Reports 10:05 a.m.

Chair Hamilton, let the commission know she attended the City Council's subcommittee regarding the Library Parking Structure Project.

James Burr, Transportation Manager, gave an update on the status of the subcommittee and reminded the commission that Clair Fliesler, Transportation Planner, gave a presentation to the City Council subcommittee that is available on the City's website.

Commissioner Work Plan Updates 10:09 a.m.

9. Commissioner Work Plan Updates
10. Assignment Reminders

At this time, Brian Borguno, Parking Programs Manager, reminded the commission of their assignments for the 2019 work plan.

Council Meetings

- September Meetings - Hamilton
- October Meetings - Hamilton
- December Meetings - Prindle

Ad Hoc Committees

- In-lieu Fees - Finished
- Downtown Association and Visit Santa Cruz - Davis
- Transportation and Publics Works - Farrell
- Sustainable Transportation Groups - Garrett
- Downtown Neighbors Association - Cube
- DNC - Prindle

Also at this time, Brian Borguno, Parking Programs Manager, updated the commission on the services the Parking District provides. He expects a draft to be compiled soon on these services with more information.

Chair Hamilton asked staff to notify commissioners of upcoming City Council agenda items that pertain to their assignments.

MOTION: Commissioner Cube moved, seconded by Commissioner Ferrara to adjourn from the 9/26/19 meeting.

ACTION: The motion carried unanimously with the following vote:

AYES: Chair Hamilton, Commissioners: Dexter Cube, Zach Davis, Joe Ferrara, Brett Garrett, and Patrick Prindle.

NOES: None.

ABSENT: Vice Chair Farrell

Adjournment 10:14 a.m



Transportation and Public Works
Commission
AGENDA REPORT

DATE: 11/22/2019

AGENDA OF: 12/5/2019

SUBJECT: 2020 Calendar of Downtown Commission Meetings

RECOMMENDATION: Motion to approve 2020 calendar for Downtown Commission Meetings.

BACKGROUND: Article VIII Section 1 of the Downtown Commission Bylaws states that the Advisory Board will hold its regular meetings on the fourth Thursday bi-monthly in January, March, May, July, September and November. If a scheduled date for a regular meeting falls on a holiday, such meeting shall be rescheduled in accordance with Council policy.

DISCUSSION: The fourth Thursday of November falls on Thanksgiving Day each year and in the past has regularly been cancelled. Staff recommends that the November 26, 2019 meeting be rescheduled to the first Thursday in December, the 3rd.*

The Calendar for 2019 Downtown Commission meetings will be:

January 23
March 26
May 28
July 23
September 24
December 3*

FISCAL IMPACT:

Prepared by:
Brian Borguno
Parking Programs Manager

ATTACHMENTS:

Draft Downtown Commission 2020 Planning Calendar

Downtown Commission • 2020 Planning Calendar

2020	Request Items (titles)	Items due (titles)	Reports due	Draft Agenda to Chair	Agenda approved by Chair	Agenda mailed and posted	DTC meeting dates ▼
January	2	6	9	10	13	16	23
March	5	9	11	13	16	19	26
May	7	11	13	15	18	21	28
July	2	6	8	10	13	16	23
September	3	7	9	11	14	17	24
November*	12	16	18	20	23	24	
December							3
							▲ DTC meeting dates

DTC Meets

Date change due to holiday

***November meeting date moved due to Thanksgiving Holiday**



Transportation and Public Works
Commission
AGENDA REPORT

DATE: 11/22/2019

AGENDA OF: 12/5/2019

SUBJECT: Downtown Commission Work Plan for 2020 - Draft

RECOMMENDATION: Motion to approve Downtown Commission Work Plan for 2020 with comments.

BACKGROUND: The Draft Downtown Commission Work Plan for 2020 is attached for your comments.

DISCUSSION: None

FISCAL IMPACT:

Prepared by:
Brian Borguno
Parking Programs Manager

ATTACHMENTS:
Downtown Commission Work Plan for 2020 Draft



**City of Santa Cruz
Downtown Commission**

2020 Work Plan Draft

Commissioners

Chair Deidre Hamilton

Vice-Chair Matt Farrell

Zach Davis

Dexter Cube

Brett Garrett

Patrick Prindle

Joe Ferrara

City Staff

Brian Borguno

2020 - Workplan

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
1. The Downtown Commission supports the management of existing parking, the development of new parking, and the creation of long-term parking strategies.	a. Provide direction on new parking garage financing.	Public Works staff Planning Economic Development Agency	Ad-Hoc Committee of Commissioners –	
	b. Support the objectives of the Master Transportation Study parking policies: 1. Implement paid parking measures 2. Promote, implement and track TDM Strategies 3. Enlarge Electric Vehicle Charging Station program	Public Works staff Sustainability & Climate Action staff	Borguno, Burr, Traffic Coordinator (TDM)	
	c. Provide input on maintenance project priorities.	Public Works staff	Borguno, Burr	
	d. Provide input on Parking Division Budget	Public Works staff Finance	Borguno, Burr	
2. The Downtown Commission makes recommendations to the City Council regarding traffic and transportation plans for downtown. <i>Garrett requested a Parking Report; Staff can report back to Commission.</i> <i>Jim Burr will consult the City Attorney.</i>	a. Work with Public Works to address traffic and transportation issues.	Public Works staff Planning Economic Development Agency	Ad-Hoc Committee of Commissioners –	
	b. Provide input on Bike Share Program - downtown	Public Works staff	Traffic Coordinator, Fliesler	
Comments: <i>The Work Plan is what the Commissioners want to accomplish</i>	<i>Subcommittees last for 6 months</i>	<i>Ad Hoc groups can last 4 months</i>		

3.3

3. The Downtown Commission solicits and utilizes community input in decisions and activities that affect the health and vitality of the downtown community.	a. Attend meetings of downtown business and residential groups and provide oral and/or written reports to Commissioners	-Downtown Neighbors Association -Downtown Association -Visit Santa Cruz County -Downtown Management Corporation -Transportation/Public Works Commission - Sustainable Transportation Groups	2020 Assignments Cube Davis Davis Prindle Farrell Garrett	
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Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
4. The Downtown Commission evaluates public and private activities in the Districts and recommends policies and programs to preserve, enhance, and advance the viability and attractiveness of the downtown community.	a. Solicit updates from city staff and key stakeholders in the downtown business district as well as the general public	City staff through program staff reports, Council updates, Laura Schmidt/Interim Asst. City Manager, Bonnie Lipscomb/Economic Agency, To Be Named /DTA, Downtown Rangers – subsumed under Police , Police, Merchant representatives, concerned members of the public a. TDM b. Legal discussion—parking fees being diverted to other purposes. Jim will look into this. c. Cube request: revisit the Rangers; Police Dept status update.	Commission Chair	2020 Schedule
	b. Attend Council meetings that include agenda items of concern to the Downtown Commission	Designated Commissioners appointed by Chair	Feb – Mar – Apr – May – June – Farrell July - DARK Aug – Farrell & Davis Sept – Hamilton Oct – Hamilton 4 mtgs total for Sept/Oct Dec – Prindle	

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
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3.4

5. Downtown Commissioners serve as informed and active advocates for effective city government and a healthy downtown community.	a. Review and update Work Plan annually	Commissioners, Public Works staff, Council	Commission Chair, Borguno	
	b. Commissioners meet regularly with Council members and others as appropriate and provide updates to the Commission	Council members, City officials, Chip/DTA, representatives of the public, other stakeholder groups	All Commissioners	
	c. Commissioners provide updates on issues of concern to the Commission	Commissioners	All Commissioners, Public Works staff	

For Reference:

3.5	Downtown Commission By-Laws
	a. Advise Council on all matters pertaining to the maintenance and management of the Districts.
	b. Develop long-range plans and recommendations for providing parking in Districts. Report to Council on recommendations and conclusions regarding the Districts improvements including estimated costs of such recommendations.
	c. Study traffic problems in the Districts
	d. Make recommendations regarding the allocation of funds derived from revenues collected on behalf of the Districts. Such recommendations shall be consistent with state and local law and outstanding bond covenants.
	e. Perform other functions and duties as may be directed by Council or prescribed or authorized by any city ordinance.
	f. Evaluate public and private activities in the Districts and recommend policies and programs to preserve, enhance, and advance the viability and attractiveness of the downtown.