

## **MINUTES: August 2017 Hillcrest Parking Committee meeting**

### Attendees:

- Committee Members
  - Cecelia M
  - Tim G
  - Natalie V
  - Ben N
  - Linda S
- Staff
  - Gerrie Trussell
  - Marc Marconi
- Guests
  - Joe
  - Eric
  - Genoveva
  - Paul
  - John

### 1) **Introductions and Chair Report**

**-Cecelia Moreno**

### 2) **Non-Agenda Public Comment**

Comments are taken from the public on items not on the agenda; time limit of three (3) minutes per speaker

### 3) **Approval of Minutes – July Meeting**

*Natalie motion, Linda second: Unanimously approved*

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- 4) **Wayfinding** (Action) – Marc Marconi  
a) Review, possible alterations of, and approval of Wayfinding items

Approval of “A” Signs: Ben motion, Natalie second: Unanimously approved

Approval of “B” signs with outlined changes: Cecelia motion, Linda second: Unanimously approved

- 5) **The App** (Action) – Marc Marconi  
a) Required changes and updates of the Access Hillcrest App

*Motion to cancel the Access Hillcrest app and focus on making the Access Hillcrest website mobile friendly.*

*Motion made by Ben, Natalie second, Unanimously approved*

- 6) **Marketing Update** ( Action) – Marc Marconi  
a) Recap, set date and review time slots for Marketing campaign

*Direction to focus on Instagram and switch marketing moneys from Uptown news towards Facebook ads. No motions made.*

- 7) **Hillcrest Community Valet** (Information) – Marc Marconi  
a) Numbers update

- 8) **Parking Space Additions** (Information) – Marc Marconi

- 9) **Lunch Loop** (Information) – Marc Marconi  
a) Numbers Update  
b) Brochure Delivery: timeline and locations

- 10) **Board Seat Nominations** (Information) – Marc Marconi  
a) Eric Fillion, East Hillcrest Business Owner  
b) Bill Hinton, Hillcrest Resident

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