



**UPTOWN COMMUNITY PARKING DISTRICT**  
**Board of Directors Meeting Agenda**  
**September 8, 2014 6:00 – 7:30 PM**  
Joyce Beers Community Center - Uptown District Shopping Center  
3900 Vermont Street San Diego, CA 92103

**1. Establishment of Quorum, Call to Order and Introductions**

**2. President's Report**

Winter Work Session

**3. Non-Agenda Public Comment**

Comments are taken from the public on items not on the agenda or to request an item be removed from consent agenda; time limit of three (3) minutes per speaker.

**4. Approval of Consent Agenda A-B (*Action Item*)**

Items on the consent agenda will be considered as one motion without discussion, unless an item is requested to be removed. In which case the item will be placed for consideration on the regular agenda

A. **Approval of Minutes** – August 11, 2014

B. **Approval of Financials** – August 30, 2014

**5. By-law Changes (*Action Item*)**

Staff is recommending clarifying edits to UCPD bylaws regarding new board member nominations and officer terms – see attached.

**6. Annual financial audit expenditure and committee members (*Action Items*)**

In compliance with the City's agreement, the UCPD has received a quote for FY14 audit from Sonnenberg & Company CPAs in the amount of \$4,000 to conduct the annual audit. This is the same CPA that managed FY13 audit. Staff is recommending approval of this quote and to request not less than two board directors along with the treasurer (ex-officio) form an audit committee to supervise this process.

**7. Hillcrest Parking Committee Expenses (*Action Items*)**

A. **Annual fee for school lot lease** for Farmers Market parking (shared with HBA and Market) \$3,896

B. **Mobile App** - Park Hillcrest annual license fee annual fee \$1,500 July 14-July 15 + previously approved increase for phase 2 (up to additional \$1,000 per year)

**8. Staff Written Reports (*Information Items*)**

A. **Park Hillcrest Summer Marketing Campaign Summary** – see attached  
Park Hillcrest live video viewing



- B. **Smart Meters** – end of September to begin installations with all installed by year’s end. UCPD is requesting to meet with City’s meter operations and the vendor, IPS to review data feeds to mobile apps and to plan for a pilot study of sensors and pay by phone technology.
- C. **City Performance Audit of Community Parking Districts** will be completed on or about October 1, 2014 with the findings potentially presented by city auditor staff to the city audit committee on October 6, 2014. Staff will receive confirmation of the presentation and look to attend the session.
- D. **Bike Share update**  
See attached for Deco / City approved Deco bike share locations. Installation is expected in October or November 2014.

**9. Staff Verbal Reports (Information items)**

- A. Operations Manager (Bankers Hill way-finding permits, utilization mapping, MH / IRR)
- B. COO (Transforming Hillcrest - Traffic Analysis )

**10. Committee Updates**

- A. Hillcrest Report
- B. Bankers Hill Report
- C. Mission Hills Report
- D. Five Points / International Restaurant Row Report

*Unfinished business may be tabled and placed on the agenda of the following meeting.*

*Anyone who requires an alternate form of this agenda or to arrange special access needs, please contact the UCPD office, 48 hours in advance. Wheelchair accessibility is located at the front of the building and parking is available on street or nearby lot / garage. To review documents included with this agenda or any other item, contact the office 48 hours in advance. The office may be reached at: 619-846-5754 or email [BenV@ParkUptownSD.org](mailto:BenV@ParkUptownSD.org)*



UPTOWN COMMUNITY PARKING DISTRICT, INC.  
Meeting Minutes  
Monday, August 11, 2014 at 5:00 p.m.  
Joyce Beers Community Center  
Uptown District Shopping Center – 3900 Vermont Street  
San Diego, CA 92103

Board attendees: Tim Gahagan, Cecelia Moreno, Chris Shaw, Char-Lou Benedict, Selina Stockley, Susan McNeil Schreyer, Roy Dahl, Michael Jacobs

Staff: Elizabeth Hannon, Ben Verdugo

Others in attendance: B. Baltic, J. Jimenez, A. Granda, M. Loomis, C. Ward, A. Martinez, J. Frost, B. Martynec, L. Terpstra, W. Chambers, J. Stucke, B. Nicholls, G. Sadowsky, A Garwood via phone

**1. Establishment of Quorum, Call to Order, and Introductions**

- Quorum was established and everyone introduced themselves
- D. Scott, Lara Koljonen, Michael Brennan and A. Garwood have excused absences for not attending the meeting.

**2. Non-Agenda Public Comment**

- L. Terpstra announced that UCSD Hillcrest Medical Center will be making a donation to the Joyce Beers Community Center for improvements and requested that all ideas be forwarded to him.
- C. Benedict recently attended the Metro San Diego Community Development Corporation's meeting which reviewed Ron Roberts' gondola plan and it will not impact parking.

**3. Approval of HBA / HPC nomination of Chris Shaw to UCPD Board**

- **Motion:** "To approve Chris Shaw as a member of the UCPD Board." (R. Dahl, C. Moreno) Motion passes, 6-0-1, 1 abstention (T. Gahagan)

**4. Transforming Hillcrest - University Ave – J. Frost Presentation (Action Item)**

- J. Frost presented on an alternative plan to SANDAG's Regional Bicycle Corridor Project that focused on two segments of University, from Tenth Avenue to Normal Street (University East) and from First to Sixth Avenues (University Central).
- The University East plan promoted an increase in parking spaces, removed traffic lanes in each direction, used the SANDAG bike plan and used existing street improvements to minimize cost.
- The University Central plan promoted minimizing parking losses initially projected by SANDAG from 41 to 25, provided class 1 bicycle lanes, reconfigured University from two-way to one-way going westbound between Fourth and First and also used existing street improvements to minimize cost.

- T. Gahagan asked how buses would utilize University with the reduction in traffic lanes, and J. Frost said that the buses would use turnouts which would not slow traffic. C. Moreno asked where the turnouts would be located and J. Frost said they would be at the same location where they currently are.
- A. Granda said Councilmember Gloria's office has voiced concerns from the community to SANDAG and are trying to make sure this will be the best project possible. He added that this presentation is an innovative way to re-examine the project and assured the audience that Councilmember Gloria's office is aware of the concerns and challenges that need to be addressed before they sign off on anything moving forward. There is still time for input as SANDAG has not fully committed 100% towards an alignment yet as preliminary engineering will not be available until November or December.
- B. Nicholls said that by then the plan will have hit the 30% mark which will be considered by many the point of no return. T. Gahagan asked Adrian about that threshold and A. Granda said that the 30% has more to do with larger construction/highway projects and the bike plan is more malleable because it is dealing with medians and accommodating bike lanes.
- T. Gahagan asked the board to review the following staff recommendation *that the concepts be sent to SANDAG directly and incorporated into their processes to examine the feasibility of implementing these ideas.*
- **Motion:** "To move on staff's recommendation to send the concepts to SANDAG for further analysis." (R. Dahl, C. Moreno)
- B. Nicholls said that it would be a good idea to have a community forum regarding J. Frost's plan and possibly other ideas regarding the bike plan along University.
- Motion passes, 6-0-2, 2 abstentions (T. Gahagan, S. McNeil Schreyer)
- B. Nicholls said that it would be a good idea to have a community forum regarding J. Frost's plan and possibly other ideas regarding the bike plan along University.

#### **5. Approval of Consent Agenda A-B**

- S. McNeil-Schreyer asked for more information regarding item A, approval of minutes, so it was taken off consent agenda.
- **A. Approval of Minutes – July 14, 2014**
- **B. Approval of Financials – July 31, 2014**
- **Motion:** "To approve financials on consent agenda." (C. Moreno, C. Benedict)  
Motion passes 7-0-1, 1 abstention (T. Gahagan)

#### **6. Approval of Minutes – July 14, 2014 (Action Item)**

- S. McNeil-Schreyer talked about the minutes correctly reflecting her request that a letter be sent regarding the background of the parking meter revenue not coming to the UCPD, and although her understanding was that a letter was sent and a phone call was returned, she would like to have a more specific answer as to why revenue is not coming to the district.
- E. Hannon said that she has prepared a written staff report which covers the IBEW lot later in the meeting.
- **Motion:** "To approve the minutes for July." (S. McNeil Schreyer, R. Dahl) Motion passes 6-0-2, 2 abstentions (T. Gahagan, M. Jacobs)

#### **7. Streetcar Feasibility – Next Steps Discussion (Action Item)**

- In July, the Bankers Hill Neighborhood Parking Committee they made the following motion:
  - *The BHNPC expresses support for including the streetcar study in the community plan update and to work with the other community groups to create an entity to advocate the streetcar from the feasibility stage to execution. The BHNPC strongly recommends perusing a streetcar that does not use overhead wires.*
- Since the BHNPC meeting in July it was recently discovered that SANDAG is advancing streetcars in their long term plan which will incorporate Little Italy, East Village, Downtown, Uptown, Balboa Park and North Park. They have also allocated funding of around \$29 million and because of these developments, staff is recommending to wait on making any motions until more information becomes available.
- M. Jacobs said that it might be worth seeing what SANDAG will be developing first before making any motions.
- Motion: “To postpone the streetcar motion until October and to direct staff to discover more information.” (M. Jacobs, R. Dahl) Motion passes 6-0-2, 2 abstentions (T. Gahagan, C. Benedict)

## 8. Staff Verbal and Written Reports (Information Items)

### A. “IBEW” Mission Hills/ Hillcrest Library Lot

The board directed staff to seek details on the City’s decision that the UCPD will not be receiving a portion of the funds from the meter at this location. Staff was informed that in accordance with the City charter and/or Municipal code, the revenue from this particular lot, beyond recouping the set up expenses, must go into the general fund. This is also why no expenses are being applied to Uptown CPD.

- S. McNeil Schreyer wanted more specifics as to why and E. Hannon said she will follow up with the City although information might not be forthcoming.
- T. Gahagan said that a motion should probably be made
- **Motion:** “For staff to request specifics as to why and when the decision to not share revenue with the UCPD was made.” (S. McNeil Schreyer, C. Moreno)
- C. Moreno asked if an amendment to the motion should be made voicing the UCPD’s position that they do not agree with the decision.
- T. Gahagan asked for a show of hands if the board would like to amend the motion and a majority agreed.
- **Amended Motion:** “For staff to request specifics as to why and when the decision to not share revenue with the UCPD was made and why funds are not being distributed in the normal manner according to Council Policy 100-18”.
- **Amended Motion** passes 6-0-2, 2 abstentions (T. Gahagan, C. Shaw)

### B. Request for Traffic Analysis Results from SANDAG

Staff sent a note as directed. The SANDAG project manager is away from the office until the end of August. Council District Three responded with a promise to follow up.

### C. Bike Share update

Staff has been informed that bike share locations should be announced by the end of August and is still waiting confirmation of opportunity for review by UCPD / other community groups prior to installation.

To the question, "Can bike stations be put on private property?" Deco responds: The program is predicated on a partnership with the city and the use of right of way. Moving to private property has its own set of challenges grid connectivity, different contract agreements owners may want revenue in return, and liability issues. For the time it is a no, Deco Bike is partnering with the city.

#### **D. Performance Audit Update**

Staff has been compiling information for the City of San Diego regarding timelines of past projects and are hopeful that the City Auditor's office will have good ideas on how to improve efficiency and accountability between the CPD's and the City.

#### **E. Curb Survey 1.0**

Staff received confirmation that 53 work orders for parking gains will be completed by the end of the year after closely working with J. Jimenez to finish the initial survey; all are in Hillcrest.

### **9. Committee Updates**

#### **• Five Points/International Restaurant Row Report**

- S. Stockley reported on the approximate cost to install a pedestrian access ramp on the corner of India and Winder which is approximately \$100,000. She also suggested that instead of reconfiguring the drainage which is the reason behind the high cost, the City should investigate the possibility of reducing the size of the existing drain and create a pedestrian area. The most IRR would be willing to contribute to the install would be \$50,000.
- S. Stockley reported that she wanted to investigate changing some of the nine green curbed 30-minute metered spaces to two-hour zones to accommodate restaurant patrons.
- IRR Valet parked 430 cars in July.

#### **• Mission Hills Report**

- S. McNeil Schreyer reported that the Mission Hills BID board is investigating the possibility of single level parking at the Mission Hills/Hillcrest Library instead of two level undergrounding parking. They propose that parking should extend out to University instead of congesting Washington due to patrons stopping to turn into the library according to existing plans. J. Jimenez said he would look into whom to contact regarding the project and get back to the MHBID.

**Adjournment – 6:30 p.m.**

**Next Meeting Date, Time and Location:**

Uptown Community Parking District's next meeting is Monday, September 8, 2014 at 6:00 p.m. at the Joyce Beers Community Center in the Uptown District of Hillcrest.

Transcribed and drafted by Ben Verdugo

## MEMORANDUM

To: UCPD Board  
Re: By-Law Changes

From: Elizabeth Hannon, COO  
Date: September 5, 2014

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**Staff recommends** that all seats be approved at the UCPD Board meeting in November by the “old” board with new members seated in December.

**Staff recommends** that the bylaws clarify the reference to officer terms (as yearly) vs board terms (three years) and those officers can serve in that position for up to three (3) years.

### ARTICLE V

#### Board of Directors

**Section 4. Term.** Terms shall conclude ~~not before August 30<sup>th</sup> nor after November 30<sup>th</sup>, with an~~ ~~November 30<sup>th</sup> - the outgoing board approving nominations from community organizations at that November board meeting. New directors shall be seated for the December board or at the time of the election, whichever comes first, but not before August 1st. Directors meeting.~~ Directors shall hold office for a term of three years.

### ARTICLE VII

#### Officers

**Section 1. Officers.** The officers of this Corporation shall be the President, Vice-President, Secretary, and Treasurer. All officers must be Directors of the Corporation. No officer shall serve more than ~~three~~ two consecutive ~~years~~ terms in the same office.

**Section 2. Election.** Officers shall be elected by the Board of Directors in December. Officers’ terms begin immediately upon election and the length of term shall be until the next annual election of officers.

## Park Hillcrest- Summer 2014 Marketing Campaign

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- 1. Direct face to face marketing - Total Cost \$2625**
  - a. Distributed 1000 postcards to 40 businesses at Taste of Hillcrest
  - b. Distributed 200 posters to local businesses
  - c. Distributed 10,000 check presenters at 51 businesses
  - d. On-board Barker for Friday nights in August
  
- 2. Social Media – Total Cost \$23.00**
  - a. FB 413 likes
  - b. FB Park Hillcrest Trolley Video post reach 4300 persons with 988 views
  - c. FB promoted posts for Sister Speak live on board- reach 2,400 persons; 35 shares
  - d. FB shared post of UT coverage on new lot – reach 1,100 persons
  - e. YOUTUBE – Park Hillcrest Trolley Video has 205 views
  
- 3. Pride- Total Cost - \$2,925**
  - a. Official sponsor status / link on Pride – reach 100,000
  - b. Distributed 5,000 special postcards at shuttle stops
  - c. Booth Reach – 5,000
  - d. Pride Mobile App – reach 620 new downloads; 799 active users
  
- 4. Wrap - Total Cost \$4296**
  - a. Cut out on display at Farmers Market – Growing Reach 8,000/Sunday
  
- 5. Signage – Total Cost \$3,218**
  - a. 10 New trolley stop flags and 16 A-frame inserts – reach unknown
  - b. Street banners on poles in Hillcrest Aug to Sep – reach unknown
  
- 6. Print / Online- editorial efforts –**
  - a. 15 articles written
  - b. KPBS online and radio; Uptown News, UT, CBS and NBC; Gay San Diego (cover!), LGBT Weekly; SDGLN – reach unknown
  
- 7. A Trolley Show – - Total Cost \$1,400**
  - a. two full length videos / customized music - Reach (big release on Sept 2, 2014)
  - b. Mo's Universe and Rich's are playing on TV's nightly – Growing Reach 1,000 nightly

**Campaign dates May 1 to September 1, 2014**

**Total campaign costs \$14,487**

Total known-reach **131,038 impressions** • unknown and **growing reach (70,000) TBD**

Mobile App – new downloads **1,276**; active users **3,496** (averages 18 users per day)



**DECO BIKE SHARE LOCATIONS AUGUST 2014**

Station Number	Cross Street	Approx. Address	Station Size	Neighborhood	Description
64	Washington St & San Diego Ave	1857 W. Washington St	16-BIKE SINGLE (~6 ft x 40 ft)	5P/IRR	On sidewalk next to retaining wall in front of Mobil Station.
68	Falcon St & Washington	4028 Falcon Street	16-BIKE SINGLE (~6 ft x 40 ft)	MH	Two nonmetered parking spaces mid-block in front of iMission condos, to the north of underground parking lot entrance. Spaces are not metered, near condo complex.
69	Dove St & Washington St	4026 Dove Street	16-BIKE SINGLE (~6 ft x 40 ft)	MH	Two nonmetered parking spaces on Dove Street in front of US Bank. Bank has its own parking lot for customers, allows both the Vons and the Albertson's customers to have access to the bikes.
70	Front St & Washington St	4013 Front St	16-BIKE SINGLE (~6 ft x 40 ft)	MH	Two nonmetered spaces on east side of Front Street . North of Washington Street.
71	University Ave & 6th Ave	600 University Ave	16-BIKE SINGLE (~6 ft x 40 ft)	HC	On sidewalk between driveways next to parking lot for strip mall with pharmacy, sushi, wine places
72 - Postponed	5th & University	3940 Fifth Ave	16-BIKE SINGLE (~6 ft x 40 ft)	HC	Snooze - two metered spaces postponed placement pending further review by business owners and community groups
73	University Ave & Vermont St	1078 University Ave	16-BIKE SINGLE (~6 ft x 40 ft)	HC	Sidewalk space at the corner near Gossip Grill in view of Ralphps/Trader Joes Shopping center; preserves parking
116	Richmond St & University Ave	1414 University Avenue	24-BIKE SINGLE (~6 ft x 59 ft)	HC	On sidewalk, east side of McDonalds Parking lot along Richmond
117	Park Blvd & Robinson Ave	3770 Park Blvd	16-BIKE SINGLE (~6 ft x 40 ft)	HC	Using unnecessary red curb - property owner has approved
162 - Pending	Laurel St & 5th Ave	476 Laurel St	16-BIKE SINGLE (~6 ft x 40 ft)	BH	Two metered spaces
163	6th Ave & El Prado	2433 6th Ave	16-BIKE SINGLE (~6 ft x 40 ft)	BH	In grassy area - moved into park
164	6th Ave & Upas St	3341 6th Ave	16-BIKE SINGLE (~6 ft x 40 ft)	HC	In grassy area - moved into park
165 - Pending	5th Ave & Anderson Pl	3650 5th Ave	16-BIKE SINGLE (~6 ft x 40 ft)	HC	Two metered parking spaces on west side of 5th St - Can move to Anderson?
184	5th & Robinson	450 Fifth Ave	16-BIKE SINGLE (~6 ft x 40 ft)	HC	On sidewalk in front of Chase Bank. Long open sidewalk, near coffee shop and other popular shops along 5th avenue. Preserves parking.