

**MINUTES, HPC: July 2017**

- **Board Members:**
  - Benjamin Nicholls
  - Roy Dahl
  - Tim Gahagan
  - Natalie Villegas
  - Linda Saltzman
- **Staff:**
  - Gerrie Trussell
  - Marc Marconi
- **Guests:**
  - Annie Burchard
  - Joe Vecchio

**1. Introductions and Chair Report**

**-Benjamin Nicholls**

Chair Cecelia Moreno, excused absence

**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 – June Meeting**

*Benjamin N motion, Roy Dahl second, unanimously approved*

**4. Potential Third Valet Location (action)**

– Marc Marconi

Review of Survey Responses, 1433 University Ave

*Motion to approve converting two parking stalls located at 1433 University Ave (in front of Industrial Grind Coffee) to 30-minute mixed-use metered spots, to become passenger loading Friday evenings and all-day Saturday and Sunday. Spots will be used Friday evenings and on weekends for a third Hillcrest Public Valet location. Tim G added that to begin this proposed third valet location, the monthly valet numbers at the 1220 University Ave location need to improve. He further commented that by improve they just need to be in an upward trajectory. Motion by Tim G, second by Natalie V, unanimously approved.*

**5. Potential Motorcycle Parking & 30-minute to 2-hour conversion (action)**

– Marc Marconi

Review of Survey Responses, 100-block University Ave

*Motion to convert the two-parking stalls at approx. 127 University Ave to three two-hour metered spots, if the EDD finds that the block in-question can fit 3-spots. If the block in question cannot fit three regular two-hour metered spaces, then the current 30-minute metered space shall be converted to a 2-hour metered space and the current 14' red-zone shall be converted into a compact/smart car two-hour stall. Motion by Roy D, second by Ben N, unanimously approved.*

**6. Wayfinding Review (information)**

– Marc Marconi

Review of signage locations and labels

**7. Marketing Update (action)**

– Marc Marconi

- Co-operative campaign
  - Hillcrest map
  - Car show
  - Mini banners
- Radio Spots -proposals
- Approve new banner designs for "Park Free at the DMV"
- PRIDE update and strategy for Hillcrest businesses (already begun)
- Proof Trifold Lunch Loop

*Motion to spend up to \$10,000 advertising "Park Free @ The DMV" and our Community valet. Funds to include advertising on radio, print, and social media. Motion by Roy D, second by Ben N, unanimously approved.*

*Motion to approve the updated "Park Free @ The DMV" banner, add accesshillcrest.com at the bottom, delete the DMV lot address, make the top "P" portion background static in color, the middle portion background blue in color, the bottom hours portion background white in color. Motion by Ben N, second by Roy D, unanimously approved.*

**8. Curb Repair and Restriping Update (information)**

**– Marc Marconi**

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