

MINUTES – HPC: June 2017

- **Board Members:**
 - Cecelia Moreno
 - Roy Dahl
 - Benjamin Nicholls
 - Tim Gahagan
 - Linda Saltzman
- **Staff:**
 - Gerrie Trussell
 - Marc Marconi
- **Guests:**
 - Genoveva Romero-Marquez
 - Raul Espinosa
 - Tyler Hanson

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 – May Meetings

Roy D motioned to approve minutes, Cecelia M seconded, unanimously approved

4. Marketing (action)

– Marc Marconi

Discussion of and decision of new designs

No action taken. Discussion to have marketing decisions made at Marketing Meeting.

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5. Motorcycle Parking at 121 University Ave (action) – **Marc Marconi**
Survey of local establishments

*Include elimination of metered green zone and changing to a traditional metered spot in letter.
- Motion by Roy D, seconded by Cecelia M, unanimously approved*

6. Wayfinding Update (Information) – **Marc Marconi**

7. Hillcrest Community Valet (action) – **Raul Espinosa**
Valet Updates and potential reimbursement of valet coupons

*Discussion to create \$1 off business cards, and informational check inserts with no coupons. –
No motion made*

Decision to create a University East valet location near Baja Betty's (approx. 1421 University Ave) and reanalyze valet locations in 3 to 6 months. – Motion by Roy D, Cecelia M seconded, unanimously approved.

8. MTS Update (Information) – **Gerrie Trussell**

9. Lunch Loop (information) – **Tyler Hanson**
Monthly numbers, updates, and future Lunch Loop plans

10. Action Plan – Phase 1 (information) – **Marc Marconi**
Updates on Curb Repairs and Plan of Action

11. Hillcrest Project Coordinator Title Change (action) – **Marc Marconi**
Change to 'Project Administrator'

Item tabled

12. Additional Projects (Information) – **Marc Marconi**

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