**Hillcrest Par Hillcrest Parking Committee**

**Thursday, July 23rd, 2020; 3:00 – 4:00 PM**

Virtual Meeting

**MINUTES**

**HPC Members Present:** Ben Nicholls, Miah Earn, Paul Smith, Roy Dahl, Chris Shaw

**HPC Members Excused:**

**Members of Public Present:** Kyle Amdahl

**UCPD Staff Present:** Gerrie Trussell

**Nicholls, called the meeting to order at 3:05 Introductions were made**

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**Non-Agenda Public Comment** Normal Street construction may be delayed until January 2022.

**Approval of minutes – June 25th, 2020 Approved Shaw/Smith**

**Hillcrest expanded patio pilot, was outlined and defined by Nicholls.** The pilot would allow business to expand temporarily in the streets within identified metered parking spaces, business parking lots and adjacent areas on the sidewalks. Nicholls is working with the City for the expanded use by requesting an expedited special event permit. Shaw reported a loss of 19 tables and will sacrifice Urban Moe’s parking lot. Smith inquired as to the amount of patrons coming from the neighborhood versus autos. Dahl believes the outdoor seating will attract more people back to the business district. Shaw comments on the parklets adding an aesthetic appeal. Nicholls included the parklets are ABC allowable and will utilize temporary encroachment or parklet permits. **Nicholls/Shaw**

**Hillcrest radio campaign**, update $1500.00 was approved by Dahl**.** The committee decided to hold off until construction begins.

**Hale Media presentation,** component for bike lane construction mitigation was delayed as Hale Media was not present, citing a medical matter. Hale Media was asked to provide collateral components for the 4th & 5th bike lane construction mitigation. The campaign to include: Website visuals, videos, press releases, POS signage and social media posts. Item tabled

**Sidewalk medallions** were purchased, approval was up to $1000.00. Installation will be done by the HBA for their logo inclusion. Nicholls requests any volunteers to join in at 10am on Friday at the HBA offices.  **Nichols/Earn**

**DMV signage was discussed.** The signs stating available hours for free parking need updating at entrances and exits. Nicholls would like to replace all DMV signage. Trussell to check for allowable use of funds. The committee would like the DMV signs to be consistent with the wayfinding signs. A phase III, implementation of Hillcrest signage.

**Meter enforcement will resume July 1st, 2020.**

**Uptown Street Car Discussion**, included the possibility of bringing a fixed track, electric street car to operate within Uptown. Funding options and route from the convention center to University was discussed. Dahl shares SANDAG and the Uptown Planners are already planning a sub-committee but may be a different route. The committee would like staff to write a letter highlighting our interest and intent to pursue.

**Adjourn Dahl/Earn**