



UPTOWN COMMUNITY PARKING DISTRICT
UCPD Board of Director Minutes
April 13, 2023; 3:00 PM – 4:00 PM
Joyce Beers Community Center
3900 Vermont Street, 92103

UCPD Board Members Present: Ben Nicholls, Paul Smith, Selina Stockley, Peter Raymond, Michael Meacham, Tom Fox, Susan McNeil Schreyer, Peter Raymond, Miah Earn, Cecilia Moreno,

UCPD Board Members Excused: Byron Ross, Karl Domond, Roy Dahl, Chris Shaw, Doug Scott, Tom Fox, Chris Shaw

UCPD Staff Present: Gerrie Trussell - Executive Director; Jess Felix - Communications **Guests:** Krystal Ayala

Establishment of Quorum, Call to Order, and Introductions

Fox called the meeting to order at 3:03 pm.

Non-Agenda public comment:

McNeil Schreyer, apologized, she should have abstained from minutes 2.13.23
Acorn lights are coming on throughout the neighborhood.

March 2023, Minutes Approved
(Raymond/Meacham)

Motion to approve the 3/13 minutes made by Raymond, 2nd Meacham, Abstentions Earn, Nicholls All vote to approve

Review of Financials March 2023 - Susan McNeil Schreyer (McNeil Schreyer/ Meacham)

Susan McNeil Schreyer reviewed the March financials. The executive committee reviewed them as well.
Motion to approve made by McNeil Schreyer, 2nd Meacham
All vote to approve

Hillcrest \$10k Bike Valet, City Fest - Ben Nicholls (Earn/Raymond)

Nicholls proposes a bike valet at City Fest to promote use of bike lanes. He asks the Board to set aside \$10k for the promotional event; the objective being to get the bike community to embrace and engage with the bike lanes, encouraging more bike-friendly business, and generally promote awareness of the effectiveness of the bike lanes provided. Valet funding for this event would come from UCPD. HBA would be facilitating with a hired vendor, a third-party bicycle group that can also serve to bring in their own followers. The proposed date is 8/13/2023.

Motion to approve allocating funds up to and not to exceed \$10k for bids on a promotional bike valet made by Mia Earn, Peter Raymond 2nd.
8 vote to approve, 1 opposed (Meacham)

Hillcrest Bike Education and Outreach, 1k - Ben Nicholls (McNeil Schreyer/ Stockley)

Ben Nicholls presented visuals of posters to be distributed to bike-friendly businesses, stating that our business-scape needs to change to accommodate an increasing number of customers who don't drive. Nicholls is asking for \$1k in funding to print maps and collateral to raise bike community education and outreach. There is a bicycle-oriented business page on the Access Hillcrest website.

Motion to approve \$1K for bike outreach collateral made by Susan McNeil Schreyer, Stockley 2nd. All vote to approve.

Bankers Hill Street Art Project Update - Gerrie Trussell

Most residents are in favor of the Juniper Street project to beautify the neighborhood and calm traffic, yet the fact remains that the property owners will not sign off on it. Even though these properties are owned by trusts held by individuals that live elsewhere, City policy states that we cannot move forward without their signatures.

Community Updates (informational)

Stockley reports that the IRR valet is no longer a viable endeavor, at this point servicing about 200 cars per quarter. Customer behavior has changed so much following Covid protocol; the valet now seems like throwing money away.

Hillcrest is working on the 400-block lighting project. We're sending the letter and concept to begin the contract negotiation with CalTrans to obtain a land lease.

Mission Hills is putting together details for way-finding mural art on utility

boxes. **Adjourn - 3:44pm**