



Thursday, May 23, 2024, 3 pm – 4 pm
HBA offices 1601 University Avenue 92103

Call to order, Introductions

HPC members present: Ben Nicholls, Roy Dahl, Byron Ross

HPC members excused: Alex Marin, Chris Shaw, Cecilia Moreno, Miah Earn, Peter Raymond

Non-agenda Public Comment

HPC spearheaded a series of victories lately in city council, including ATI, Normal Street Promenade, and the UCPD budget. In North Park, there's a bus lane now from the 805 to Florida Street. Regarding 8413, it's up to the City how they interpret the law and what they do with it. We need to put together a plan and approach Stephen Whitburn with how we want it to follow through, focusing on enforcement, interpretations, and implementation.

Review Minutes – April 25, 2024 Motion to approve by Roy Dahl, Byron Ross 2nd. Unanimous.

Data Mining – could be useful to track usage of the DMV lot and additional targets. How well is our money being spent to rent the DMV lot? During events, how does the behavior of people who park in the DMV lot change? HPC has two big projects upcoming ripe for data analysis. A meeting with a cell phone data sourcing consultant is set for Tuesday 5/28.

Hillcrest Normal Street Promenade SANDAG/City Update – The bid was released, the contract was approved by ATI, and will go to City Council to finalize. Engineers will present at the next Board meeting to address issues raised about concessions, electricity, shading, bathrooms, etc. The City will have an operating agreement with the HBA to run it. HBA will manage the concession trolley, handle maintenance, and potentially subsidize the concessionaire.

400 Block University Avenue – Civil and structural engineering projects have gone out to bid but have not been approved. We must ensure we follow the right procedures. Engineering (civil/structural/survey) is in one RFP, electrical wiring in another.

Digital Social Media Metrics, AccessHillcrest – Access Hillcrest social media engagement has doubled for 2023 vs. 2022. HPC discussed rerouting social media from Explore Digital to in-house communications, and approved up to \$650 for an iPhone to film and post.

Conversion Requests – Most of our usual department contacts have left. These requests have been resubmitted.