
**DOWNTOWN PARKING BOARD
DRAFT MINUTES
October 3, 2018**

200 E. Santa Clara Street, 5th Floor Conference Room

Item Subject

1. Call to Order & Chairperson Report

Meeting called to order at 10:00 a.m.

No Chairperson report.

2. Public Record

No Discussion

3. Open Forum

No Discussion

4. Consent Calendar

Action: (5-0-1) Vice Chair Leege moved to approve the meeting minutes for the August 1, 2018 DPB meeting. Board member Singh seconded the motion.

Absent: Board members Faas was absent

Document Filed: August 1, 2018 DPB minutes

5. General Business

A. Approval of the FY 2017-18 Annual Financial Report

Arian Collen (DOT) provided a summary of the FY 2017-18 Annual Financial Report and Customer Service Survey Results. A brief discussion ensued, which included a recommendation from Board member Sung to round the financial data to the nearest \$1K and include a dollar variance column.

Action: (5-0-1) Vice Chair Leege moved to approve the FY 2017-18 Annual Financial Report. Board member Schneider seconded the motion.

Absent: Board members Fass was absent

Document Filed: FY 2017-18 Annual Financial Report

B. FY 2018-19 CIP Update

Mr. Collen (DOT) provided an update on the projects included in the FY 2018-19 Capital Improvement Plan. A brief discussion ensued on the various CIP projects.

Document Filed: FY 2018-19 CIP Update Report

6. Update on Parking Program and Rates

A. Downtown Parking Inventory

As requested during the August DPB meeting, Mr. Collen reviewed the revised handout of downtown parking inventory, which now included a map of Diridon area parking lots.

Document Filed: Downtown Parking Inventory Map

B. Woz/87 Monthly Parking Rate

Based on staff's recommendation and subsequent approval by the board at the May 2, 2018 DPB meeting, the monthly parking rates were increased at the Almaden/Woz (\$75 to \$100/month) and Woz/87 and 1st/280 (\$30 to \$50/month) parking lots effective July 1, 2018. Subsequently the board requested to revisit the item and review the rates.

A discussion ensued on the monthly rates and options to offer various discounts or subsidies to various groups, including non-profit organizations such as the Children's Discovery Museum. Chair Cord and Vice Chair Legee reiterated their support for the newly established rates and did not support any recommendation to single out an organization for a subsidy/lower rate. Staff also noted the new rates continue to represent lower than market prices for downtown monthly parking.

No additional action was taken and the item is not included for future meetings.

7. Reports/Coordination

A. Multi-Modal Transportation Projects & Diridon Area Masterplan

No Discussion on this item

B. Downtown Promotions & Marketing Update

Scott Knies noted the ongoing marketing campaigns, including the My Go-To Spot campaign and plan to develop a PARCS related upgrade communications. Mr. Knies also highlighted the upcoming Christmas in the Park, College Football Championship, and NHL All Star Game activities.

C. Staff Verbal Update on Events & Activities

Mr. Collen noted the upcoming Rock & Roll 5K and half marathon events as well as the Veterans Day parade and Turkey Trot in November, and Christmas in the Park activities.

D. City Council/Committee Agenda Items

Mr. Collen noted the following upcoming City Council agenda items:

- PARCS contract and LRP policy to Council on October 30, 2018

E. City Issued Email for Downtown Parking Board Members

Mr. Collen noted a new City requirement for members of City boards and commissions to receive all communications related to the board/commission via a City issued email account. Each of the board members was requested to stay after the meeting to establish their unique password and receive information on accessing the new email account.

8. Future Agenda Items

Items for the February 6, 2019 DPB meeting as outlined in the Annual Work Plan:

- FY 2018-19 Mid-Year Financial Report and Customer Service Survey
- Downtown Promotions and Marketing
- Multi-Modal Transportation Projects & Diridon Area Masterplan

Meeting was adjourned at 11:26 pm