

ECONOMIC RESTRUCTURING COMMITTEE MEETING

Minutes

Tuesday, March 17th, 2015

12:00 PM

North Park Main Street * 3076 University Ave * (619) 294-2501

Attendance: Trent Riley (Chair), Stephanie Hardman, Jillian Wolter (Executive Assistant), Angela Landsberg (Executive Director)

1) Call to Order: 12:05 PM

2) Approval of Agenda & Minutes

- Agenda Approved by consensus
- Approval of minutes from February 2015
 - i. Motion by Trent Riley, Second by Stephanie Hardman

3) Committee Name Change: Committee is still in agreement about renaming the committee the Business Development Committee – will be presented to BOD in next meeting for approval

4) Parking Management / North Park Garage

A. Guest Mike Vargason, manager of the North Park Garage on behalf of Ace Parking attended to discuss parking information / discount programs:

1. ACE Parking has held the North Park Garage contract almost 4 years (out of 5) – once it expires, they will operate month-to-month unless Civic San Diego chooses to go with another bid. Before ACE Parking, the lot was managed by 5 Star
2. So far, revenue has tripled this year but to the Observatory / North Park Theater directing their patrons to the structure
 1. Observatory is in the works to include parking fee with ticket price – program not yet complete – will request more info
3. Security in the structure has been increased to 5 days per week from 10Am to 3 AM Tuesday – Sunday
 1. Mike has also encouraged SDPD to park / hang out in/around the lot to increase presence of security at night, etc.
4. Current weekend turnover of cars is about 330 spaces per night
5. Currently about 10 North Park businesses own monthly passes for employees or offer customer validation
 1. Autopay is available for businesses with monthly permits / validation program
6. Overnight Policy – cars can exit the lot 24-hours a day, with or without an attendant on duty

*Group discussed working with the City / Civic San Diego to increase signage – “Public Parking” signs with arrows to direct patrons

*Committee will create a one-page info sheet with Attendant Hours, Monthly Rate Structure, and Validation information

5) GIS Project: Brainstorming resulted in idea to create a zoning map – will detail the potential future capability for building projects

- Will show areas zoned for residential, commercial, multi-family, single-family, height capacities, etc.

6) Adjournment

Meeting adjourned at 1:00 PM

NO MAY MEETING
Next Meeting: Tuesday, June 19