

# BUSINESS DEVELOPMENT COMMITTEE MEETING

## Minutes

Tuesday, April 21<sup>st</sup>, 2015

12:00 PM

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

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

### 1) Call to Order: 12:05 PM

### 2) Approval of Agenda & Minutes

- Agenda Approved by consensus
- March Minutes Approved by consensus

### 3) Parking Garage / Wayfinding Signage

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

1. According to Civic San Diego there should be marketing money because the garage is making money
  1. Angie, Trent, and Rich will meet from Stephanie from Civic to talk about how much funding is available
2. Ideally we would like to purchase a design package with way finding signs and launch one big campaign – similar to Downtown

### 4) Red Sidewalk Project / UAMP - Informational Flyer

#### A. Background

- Project was vetted in community 10 years ago
- CEQA done in 2013
- Will remove all parallel parking on University Avenue - about 100 spaces
- Parking will be replaced on side streets, mostly to the north pushing the cars right into residential streets - not exactly 1 to 1 mitigation of parking loss
- Will create a median down the middle – meant for traffic calming and to be more pedestrian-friendly at crossings with more bulb-outs and cross walks
- Stop lights will be add and removed
- Trent formally filed a petition against the project in 2013 back because of parking loss which triggered the head-in side street additions

#### B. Next Steps

- Recently announced they plan to break ground around 2017
- Median will not be landscaped unless extra money is found and PBID exists to maintain so that we can have trees and flowers in median
  - i. Calculate monthly cost for median landscaping
- We need to do outreach to all businesses to let them know exactly what is to come
- One sheet handout should include: point of contact, design elements, dates, photos
- Make sure information that we have is actually accurate - Trent will reach out to City for updated information

### 5) Adjournment

Meeting adjourned at 1:00 PM

NO MAY MEETING  
Next Meeting: Tuesday, June 16