

Downtown Economic Development Committee Meeting Notes

June 23, 2015
8:00 AM
Lower Level Meeting Room B-8

In Attendance:

Council: Mayor Jill Hardy, Councilmember Dave Sullivan

City Staff: Ken Domer, Kellee Fritzal, Janeen Laudenback, Chief Robert Handy, Lieutenant Kelly Rodriguez, Teri Baker, Jennifer Villasenor, Bob Stachelski, Denny Bacon, Chris Cole, Julie Toledo, Dottie Hughes, Simone Slifman, Joyce Zacks

Public: Steve Daniel, Susan Welfringer, Bob Bolen, Kelly Miller, Bob Bolen, Edward Pinchiff

Mayor Jill Hardy called the meeting to order at 8:10 AM.

1. **Public Comments** – None

2. **Minutes** - Councilmember Sullivan made a motion, seconded by Mayor Hardy, to approve the minutes of the April 28, 2015 meeting.

3. **Discussion Items** –

- **Downtown Parking Meters – Janeen Laudenback, Community Services Director provided information regarding parking meters accepting credit cards.**
Laudenback reported on the various movement of smart meters from dog beach to 5th Street and installation of smart meters in various locations in the downtown. Susan Welfringer inquired about the potential use of credit card keys in downtown meters, and Laudenback indicated that is not planned at the current time, as they require mechanisms be located in meters and more advanced systems that the City doesn't currently have but could be a possibility in the future. The meter replacement at the dog beach is underway, with the remainder of the work downtown taking place after the US Open of Surfing.
- **Presentation of the Walker Parking Study regarding physical condition, on-going maintenance and operations of the Main Promenade Parking Structure.**
Ken Domer presented a PowerPoint containing the results and recommendations of the Maintenance Review and Asset Management Plan developed by Walker Parking Consultants. Councilmember Sullivan inquired about issues with safety created by the removal of the wheel stops. Bob Bolen inquired as to whether there is just a wire to

hold cars back if the stops are removed and whether that is safe enough. Domer indicated that the low walls currently in place and planned for reinforcement are designed to serve as car stops, which are safer and more effective than wheel stops. Removing the wheel stops increases safety because cars can still drive right over them, whereas a wall will be more effective to stop a rolling vehicle. In addition, the stops will no longer present a tripping hazard.

Councilmember Sullivan inquired about whether users of the structure park for free at night if they stay late. Laudенback indicated that we do have staff in the structure up to a certain time in the evenings but can evaluate having them work later into the night. Kellee Fritzal commented that the City is reviewing the possibility of implementing a system for users to pay in advance in order to stay later. Mayor Hardy asked for confirmation that the charge to use a credit card to pay for parking has been eliminated. Domer confirmed that the fee is no longer being charged.

Lt. Kelly Rodriguez inquired about the details of the remodel of the staircase and banisters and Laudенback indicated that the project was completed two months prior for safety reasons. Rodriguez added that improvements should also be considered to prevent people from sitting atop the ledge of the garage.

Bolen indicated he likes the idea of proposed parking space counters, and Domer commented that he hopes to connect all the garages downtown to show what is available on an area-wide basis. Steve Daniel commented that the current system counter doesn't seem to be working, and Domer advised that the system has to be calibrated daily, so it is not ideal. Daniel recommended safety measures be taken at the turns in the garage to increase visibility. Daniel also added that he is glad the garage cleaning is about to begin and that the BID will assist if they can.

Susan Welfringer inquired as to how the maintenance on the structure will be done. Domer stated that the City is currently evaluating who will do what for the estimated \$156,000 in immediate costs – some may be contractual, but other projects down the line will not be ongoing and will have to become part of the capital improvement program budget.

Councilmember Sullivan inquired about any potential problems occurring in the garage recently with a motorcycle group that consisted of about 30 motorcycles parked on the top of the garage over the weekend. Lt. Rodriguez indicated that the particular group he is referencing wasn't a problem that weekend, but there have been complaints about other groups parking in a 24 minute parking zones for 2-3 hours at a time. PD marks the tires but the markings get erased. Bolen asked whether 4 motorcycles can park in a space. Chief Handy stated that there is a history of some issues with various motorcycle groups every now and then beyond parking.

Daniel inquired about pedestrian access along Walnut and whether that is being addressed. Domer said that staff is trying to identify how to mitigate bad design issues that need to be remedied.

Bolen inquired as to whether there are plans to remove or keep the parking attendant kiosks, and Domer stated that future pay stations may be possible to improve cost and efficiency. Bolen also inquired about installing smart meters in the structure and Domer indicated that could be possible, but the city would have to evaluate cost and operations and what will work best for the structure.

4. Updates:

- **BID Organization**
 - Daniel congratulated Visit Huntington Beach on a great job with the Epic Big Board event and that it really benefitted downtown businesses. He reported that the BID is working with the City Attorney to update their bylaws and are also preparing for their board meeting to approve their 15/16 budget. Daniel asked whether the BID can get money for Malco to pay for gutter cleaning and Fritzal indicated they would look at the possibility.

- **Downtown Huntington Beach Activities/Future Events**
 - Susan Welfringer reported that the June artwalk hosted 40 artists and that Chili at the Beach had greater attendance than in 2014. The next event is Surf City Days in September and the BID will continue to print the cards promoting downtown and upcoming events that can be distributed in the parking structure.

- **Restaurant Association**
 - No report.

- **Visit Huntington Beach Surf City USA**
 - Kelly Miller provided a wrap-up of the Epic Big Board event and that it resulted in an estimated half-billion media impressions worldwide. In addition to setting the world record for most people on a surfboard, it was just confirmed that a second record was set for the longest surfboard as well. The board will have a spot in the Fourth of July parade and will also be displayed on Walnut during the US Open. During the September Surf City Days, it will be officially mounted on the wall outside of the International Surfing Museum.

 - Miller reported that TOT collection for April was up by 13.2% from April 2014 and up 11.8% for the year to date. The revenue per available room and the average daily rate for April are also continuing to increase. VHB is continuing to focus on messaging, especially as the groundbreaking for the Hilton Expansion approaches in September and Pasea Hotel opening in the near future, as both will bring more visitors to the community.

- **The Strand**
 - No report.

- **Community Services/Specific Events**
 - The calendar was distributed with the agenda and Chris Cole reported on various upcoming summer events, including the NSSA Surf Contest, July 4th Celebration, Fill the Boot, Surfin' Sundays, Special Olympics festivities, and the US Open of Surfing. Cole reported that there will not be any street closures during the US Open other than during the Surfing Walk of Fame event, and that IMG plans to be completely off the beach by the second weekend of August.

- **Downtown Development**
 - Jennifer Villasenor reported that the ZA is reviewing an application for a parking lot at 315 3rd Street to be operated during the peak season, and other property owners nearby are also interested in the same opportunity. She also reported that Jack's Surfboards has applied to install a rollup door to create a more interactive experience with pedestrians, and that the deadline for temporary activity permits during the US Open is tomorrow, June 24th.

- **Public Works Update**
 - Denny Bacon reported that they are working to see what can be done to improve street sweeping downtown and that they are looking at doing a cleaning 2-3 times per year at the gutter line.

 - Susan Welfringer inquired as to the timing for slurry seal on Main Street. Bacon advised that he would research and provide this information to Welfringer.

- **Downtown Economic Development Update –**
 - Kellee Fritzal reported that Sephora has signed a lease with Pacific City and as more tenants are announced, we will continue to share the news.

5. **Adjournment:** The meeting was adjourned at 9:08 AM.