



# MINUTES

## LA MESA COMMUNITY PARKING COMMISSION

Tuesday, November 19, 2019

### **1. CALL TO ORDER**

The meeting of the La Mesa Community Parking Commission was called to order by Commissioner McCune at 5:31 p.m. in the City Council Chambers located at 8130 Allison Avenue, La Mesa, California, 91942.

### **2. ATTENDANCE**

Members Attending: Commissioners Baron, Giordano, Kern, and McCune

Members Absent: None (one seat vacant)

Staff Attending: Kerry Kusiak, Chris Gonzales, Lyn Dedmon

### **3. APPROVAL OF THE MINUTES OF JULY 16, 2019**

Commissioner Baron made a motion to approve the minutes. Commissioner Giordano seconded the motion. The motion carried, 4-0.

### **4. APPROVAL OF THE MINUTES OF AUGUST 20, 2019**

Commissioner McCune made a motion to approve the minutes. Commissioner Kern seconded the motion. The motion carried, 4-0.

### **5. WRITTEN COMMUNICATIONS**

None

### **6. PUBLIC COMMENT (NON-AGENDA ITEMS)**

None

### **7. INFORMATIONAL ITEMS**

Mr. Gonzales reported on a number of items. He discussed the vacant seat on the Commission and the eligibility requirements and term limitations. He provided an update on the project to upgrade the lighting in the Allison Ave. and Lemon Ave. municipal parking lots, reporting that the technical plans were undergoing revisions and that the project would be brought back to Commission in December or January. He reported that the online parking permit system is being developed by the vendor, Phoenix Group, and that staff is targeting implementation of the new online system by the second quarter of 2020. He reported that Council adopted guidelines for the

new Village Enhancement Fund program on September 24, 2019 and amended the municipal code to add subsection H, which read “for events, programs, and advertising, as determined appropriate by City Council.” Finally, he reported that the hiring process for the new parking enforcement officer is not going forward, but staff will try to continue to provide a high level of customer service and maintenance of parking meters, despite the reduced staffing level.

## **8. OLD BUSINESS**

None

## **9. NEW BUSINESS**

### a. La Mesa Village Enhancement Fund Applications

The Commission heard presentations from applicants and deliberated on how to allocate the \$99,440 available through the program. Senior Management Analyst Lyn Dedmon explained that the submitted applications sought a combined total of \$188,844 in funding and that the program guidelines state that the applications should deliver a community benefit to Parking District 1. La Mesa Village Association (LMVA) Co-Chair, Wes Troy, spoke on the merits of the LMVA funding applications seeking approximately \$100,000. He stated that the events the LMVA wants to fund provide pedestrian-friendly, family-oriented activities, encourage ongoing investment in the Downtown Village, and meet the program objectives. The LMVA intends to utilize the funding to enhance existing events. Commissioner Baron asked Mr. Troy about LMVA event priorities and why 2019 Holiday in the Village was being considered for the 2020 funding year. Staff explained in that an exception was made for the Holiday event only in this first funding cycle. Mr. Troy indicated that the LMVA prioritized the 2019 Holiday event first, the 2020 Holiday event second, and the Car Show event third. Laurel McFarland discussed her application for \$83,500 for additional advertising programs and event activities for the 2020 Oktoberfest event. Mrs. McFarland added that while she would like funding to assist with the rising costs of staging the Oktoberfest event, she did not seek to take funds away from the Holiday event, which she stages at a reduced-fee to assist the LMVA. She listed roving entertainment, photo backdrop and sets, website for Dine Shop Explore, google ads, and social media as her top line-item priorities for the 2020 Oktoberfest event.

Under discussion, Commissioner Giordano expressed his expectation that the applications would include new events, as opposed to just existing events. He wondered if there was a lack of exposure for the program and if there should be more time allowed for new outreach and new funding applications to come forward. Commissioner Kern noted that the reimbursement guideline requires business owners to fund new events up front and that aspect may be preventing some new applications. Mr. Dedmon noted that the City’s outreach included social media and presentation to LMVA membership, adding that the reimbursement requirement is in place to lower the risk to the City and the requirement may be re-evaluated in the future. The LMVA’s Pam Rader described supplemental LMVA outreach efforts, including sending emails to 85 members. She relayed that many businesses reported an inability to provide up-front funding for new events they wanted to pursue.

In response to a question from Commissioner Giordano, Ms. Rader reported that the 2018 Holiday event had \$51,000 in income and incurred \$48,000 and netted \$3,600. The income came from sponsorships and vendor booths. She added that the loss of the farmers’ market income earlier in the year imperiled the LMVA’s financial stability and put the 2019 Holiday event in jeopardy. The

2019 Car Show had income of \$3,800, without sponsorships, and expenses of \$9,100, resulting in a loss of approximately \$4,300, which was absorbed by the LMVA.

Commissioner Kern made a motion to allocate \$9,000 to the 2020 Car Show and that the remainder be split evenly among the remaining three applications. Commissioner McCune seconded the motion. Under discussion, Commissioner Baron put forth a friendly amendment concurred to allocated \$9,000 for the 2020 Car Show, \$40,000 for the 2019 Holiday event, \$30,000 for the 2020 Holiday event, and \$20,440 for the 2020 Oktoberfest event. Commissioner Kern accepted the friendly amendment. Commission questions and comments continued. The amended motion carried, 4-0.

#### **9. ADDITIONS TO NEXT AGENDA**

None

#### **10. ADJOURNMENT**

The meeting was adjourned at 6:58 p.m. until January 21, 2020.