



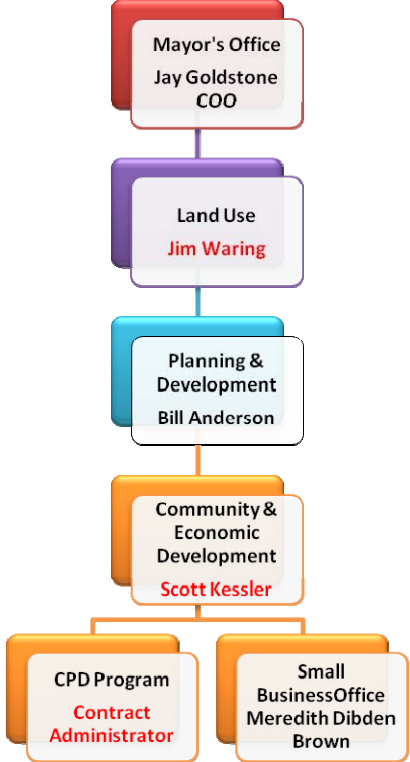
BOARD OF DIRECTORS

AGENDA - REVISED

Thursday, December 4, 2008 @ 4:30 pm
3108 Fifth Avenue, Suite B, San Diego, CA

A. CALL TO ORDER	
B. PUBLIC COMMENT	<p>NOTES</p> <p><i>Individuals may address the Board for three (3) minutes on any subject in its area of responsibility that is not on this agenda. Please give a completed speaker request form to the Executive Director before the meeting begins. Board members and staff may announce items of interest.</i></p>
<p>C. ADOPTION OF CONSENT AGENDA</p> <p>1. Meeting minutes for November 6, 2008</p>	<p>ACTION FOR CONSIDERATION</p> <p>Adopt the consent agenda.</p> <p>NOTES</p> <p><i>If an item requires discussion, a Board member may request removing it from the Consent Agenda and adding it at the end of the Action Items. Please contact the Partnership office before the Board meeting to ask questions or to view the complete minutes for any committee meeting.</i></p>
D. ADOPTION OF AGENDA	<p><i>Agenda items added at this time may be discussed under the section for Urgent, Non-agenda Items.</i></p>
E. ORGANIZATIONAL BUSINESS & INFORMATION ITEMS	
1. Financial statements	Treasurer; Motion to approve financial statements is in order.
2. Executive update	Carol Schultz
F. ACTION ITEMS	
1. Mayor's Five-Year Financial Outlook	<p>NOTES</p> <p>PARKING ENFORCEMENT PLAN IMPROVEMENT (\$1.8 - \$5.5 MILLION)</p> <p>In November 2004, the joint recommendations of a citywide Parking Task Force were presented to City Council which included parking policy updates, proposed internal parking management restructuring, and general policy guidelines for parking management, specifically identifying pricing as a method to manage the parking supply. Although City Council accepted the joint recommendations, not all have been fully implemented. Based on existing parking studies, Council Policy, best practices from experts in the field of parking and the work of community members and city staff that have been at the forefront of addressing parking issues, this joint parking plan proposes implementing (1) performance-based parking pricing; (2) extended hours of operation; and (3) modification of Council Policy 100-18.</p> <p>This citywide parking plan incorporates proven parking strategies to control parking demand and generate revenue of approximately \$1.8 - \$5.5 million annually. The approach is similar to cities such as Seattle, San Francisco, and Redwood City where free-market pricing at meters is implemented based on the straightforward economic theory of supply and demand: where the parking supply is tight, higher parking prices are set to encourage turnover and get more people on public transit thereby freeing up more spaces. Moreover, pricing strategies generate revenue that would recover costs and fund improvements within the communities that experience significant traffic and high parking demand.</p>

<p>2. Test program for IPS meters</p>	<p>Presentation and demonstration by City staff – Mike Vogl, Ben Acasio, Jose Rios</p> <p>NOTES</p> <p>On Dec. 8, 2008, the City will begin a four-month test period for operating 24 credit-card friendly, single-head meters on Fourth Avenue between University and Robinson.</p> <p>In addition to offering greater convenience for users, these meters have wireless communication capabilities that will provide data about meter and parking space use.</p> <p>ACTION FOR CONSIDERATION</p> <p>Direct staff to monitor the test program and prepare data summaries about meter and parking space use for the Board.</p>
<p>3. Joint Transportation Committee survey analysis</p>	<p>NOTES</p> <p>Staff from Uptown Partnership and Hillcrest BIA surveyed 109 Hillcrest businesses in October and reported their findings to the Joint Transportation Committee on Nov. 20. The Joint Committee will meet on Jan. 22 to plan a public workshop that uses the survey analysis to get additional information from neighborhood businesses and residents.</p> <p>ACTION FOR CONSIDERATION</p> <p>Comment on the survey analysis and offer direction to the Joint Committee as appropriate.</p>
<p>4. Nominations Committee for 2009 election</p>	<p>NOTES</p> <p>Three seats will become vacant, those currently held by Jim Frost (serving a one-year term due to a vacancy) and by Cindy Lehman and Sean Schwerdtfeger (serving three-year terms).</p> <p>The Bylaws allow for up to 15 Board members. In October, the Board identified a lack of public affairs expertise among its members. Do Board members wish to ask the Nominations Committee to make a recommendation about expanding the Board to add this expertise?</p> <p>ACTION FOR CONSIDERATION</p> <p>Select Board members to serve as the ad hoc Nominations Committee; charge the Committee with recommending to the Board at its February 2009 meeting –</p> <ul style="list-style-type: none"> ➤ candidates for three vacant seats at the Board election in March 2009, and ➤ whether to expand the number of Board members in order to include public affairs expertise.

<p>5. Status of City Staffing</p>	<p>NOTES</p> <p>Positions in red no longer are filled.</p> <p>Scott Kessler’s last day as Deputy Director of Community & Economic Development was Nov. 21, 2008.</p> <p>Bill Anderson has been demoted to his former position as head of Planning & Development from head of Land Use, the position that Jim Waring vacated.</p> <p>Although the CPD contract administrator position still exists on paper, Community & Economic Development has no authority to hire for the foreseeable future.</p> <p>ACTION FOR CONSIDERATION</p> <p>Direct Community Relations Committee and staff to monitor situation and propose suitable responses.</p>  <pre> graph TD A["Mayor's Office Jay Goldstone COO"] --> B["Land Use Jim Waring"] B --> C["Planning & Development Bill Anderson"] C --> D["Community & Economic Development Scott Kessler"] D --> E["CPD Program Contract Administrator"] D --> F["Small Business Office Meredith Dibden Brown"] </pre>
<p>G. UPDATES</p>	
<p>1. City CPD Program</p>	<p>Community and Economic Development staff person</p>
<p>2. Council Districts</p>	<p>James Lawson, Jeffery Tom</p>
<p>3. Mayor’s Office</p>	<p>Ron Lacey</p>
<p>H. URGENT NON-AGENDA ITEMS</p>	<p><i>Pursuant to the Brown Act, the Board will take no action on these items at this meeting.</i></p>
<p>I. ADJOURNMENT</p>	

AGENDA ATTACHMENTS

- C1 Minutes of meeting, Nov. 6, 2008
- F2 Survey analysis memo

UPCOMING MEETINGS

- Dec. 10 Audit Committee – 4:00PM
- Dec. 17 Operations & Finance Committee – 4:30PM
- January 2009 No Board meeting
- Feb. 5 Board of Directors – 4:30 PM