

Minutes for the  
LA JOLLA COMMUNITY PARKING  
DISTRICT ADVISORY BOARD  
March 21, 2007  
The Athenaeum Music & Arts Library  
1008 Wall Street  
9:00 am- 10:30 am

The meeting was called to order by Chair Peter Wagener at 9:03 a.m. Board members present: Peter Wagener (PLJ) Martin Mosier (PLJ), Ray Weiss (LJTC), Paul Metcalf (BRCC), Michael Harth (At-Large Business Owner), Marty McGee (LJCPA) Tom Brady (LJTC alternate), and Reza Ghasemi (PLJ). Others Present: Melisa Tintocalis (City Econ and Development), Keely Sweeney (District One representative), Sue Moore (La Jolla Resident), Patricia Granger (La Jolla Resident), Leah Schaeffer (PLJ) and Tiffany Sherer (PLJ).

Minutes of the February 21 meeting were approved with a motion by Mr. Weiss and seconded by Mr. Ghasemi.

Mr. Mosier moved that Mr. Weiss host and moderate the presentation that evening by Dr. Donald Shoup, Mr. Ghasemi seconds this motion and motion is passes unanimously.

There are now sufficient candidates to for the At-Large representative positions. The candidates must be made public for a period of 30 days; therefore the re-election process will not take place until meeting on May 16. The parking proposal for the La Jolla Shores Commercial District was passed at the CPA.

The board looked over the La Jolla Coastal Access Financials prepared by staff member Schaeffer. Ms. Sherer explains that official responsibility for the La Jolla Coastal Access and Parking Board's programs do not belong to the Community Parking District until the finalization of the merger of the two groups. City staff is still in the process of requesting council action on this merger.

Ms. Moore explained that the Shores meeting at which Mr. King presented the La Jolla Parking Management Plan was derailed by the sensationalism of the Union Tribune articles that had been released that same morning. Some of the concerns that were brought up included enforcement, parking adjacent to UCSD and beach parking. Ms. Tintocalis explained that a development permit is required for any kind of beach parking and that the coastal commission may not be as adamantly opposed to paid parking at the beach as was originally thought. They are in favor of things that increase accessibility.

Mr. Weiss expressed that he would like to look into to polling. Ms. Sherer will look into the process. Mr. Metcalf stressed the importance of educating the community and press about this plan as a whole. The board should be sure to invite City Council member s to Dr. Shoup's presentation

The boards discussed the next steps moving forward. They agreed that these should include another public forum, perhaps a panel discussion and setting up meetings between board members and City Council members. A motion was passed to have Ms. Sherer initiate these meetings.

Mr. Weiss moved that the name of the current plan be changed from "plan" to "framework" in order to convey the nature of the document. Mr. McGee seconded this motion and it was passed unanimously.

The meeting was adjourned at 10:28. The next scheduled meeting is at 9:00 AM on April 18, 2007 at the Athenaeum.