

Minutes for the Regular September Meeting of the
LA JOLLA COMMUNITY PARKING DISTRICT ADVISORY BOARD (LJCPDAB)
Wednesday September 19, 2007
Hotel Parisi, 1111 Prospect Street
9:00 am- 10:30 am

The meeting was called to order by Chair Peter Wagener at 9:01 a.m. Board members present: Peter Wagener (PLJ) Martin Mosier (PLJ), Reza Ghasemi (PLJ), Ray Weiss (LJTC), Paul Metcalf (BRCC), Marty McGee (LJCPA). Mark Evans (At-Large Residential Member), and Michael Harth (At-Large Business Member). Alternates present: Patrick Ryan (BRCC alternate), Darcy Ashley (LJCPA alternate), and Tom Brady (LJTC alternate). Others present included Tiffany Sherer (PLJ) and approximately 50 others. Martin Mosier acted as secretary for this one meeting.

Minutes – Minutes of the August 15, 2007 meeting were approved 5-0-1

Adjustments to meeting place. Hotel Parisi was adopted as the LJCPDAB permanent meeting place 8-0-0

Adoption of Conflict of Interest and Recusal Rules

Several members of the audience expressed their opinion on this item. After a brief discussion, **the board voted 8-0-0 to adopt the Conflict of Interest and Recusal Rules as written.** The sentiment was also expressed by board members that it might be beneficial for each member to voluntarily provide a brief resume describing their community and business experience so that the public might better understand the background of each board member.

Continuation of Consideration and discussion of a Pilot Program

Ray Weiss spoke to adding a paragraph 1-g to the Paid on street parking in portions of the village section of the proposed plan so that paid on–street parking would only be adopted in those commercial areas where the merchants opted in. The board did not add such a paragraph.

Michael Harth resigned from the board and took a seat in the audience.

Public Comment from approximately 30 members of the audience on this item included:

Valet missing from plan, this plan puts the burden on residents and tourists instead of employers.

La Jolla is deteriorating in an area of million dollar homes.

A petition gathered by Warwick ‘s was presented against paid on-street parking.

Where employees would park – plan must identify place for employees to park.

Paid parking works in Coronado.

This plan would benefit restaurants. Locals vs. Visitors. Concerned that La Jolla would not get 80% of revenues from City. Disposition of revenues – infrastructure/cannot be used for beautification. Where will employees park? Cannot compare La Jolla to Coronado.

Opposed to paid parking, La Jolla might get 45%. Plan might drive him to other communities.

Employers have not stepped up to the plate, number of employers/employees against it.

Paid parking destroys the community.

Warwick’s pays for half of employees to park, not every business is doing well, not everyone can pay for their parking, this is not the right solution.

A resident of Park Row is opposed to commercial (2 hr) in an exclusively residential neighborhood.

Another resident is adamantly opposed to 2-hr parking on Park Row. I own a home here and don’t want any more cars and traffic.

What is the problem, what are the solutions? Generate money, implement residential parking program only. The current proposal is only a skeleton program.

Where are workers going to park?

No 60 minute parking, more time, employees erase chalk marks, parking does not turn over, greater supply of parking needed, La Jolla is dirty, too many homeless people.

Don’t charge for paid on-street parking, define problem, and study it some more.

Upper Fay Avenue is congested with parking.

La Jolla needs 10-15% parking vacancy, there is a perception by visitors of no available parking.

Reduce cars, provide shuttle, build a parking structure, do not have paid parking.

Name plates for board member, notify property owners, change time limits in beach areas, building garages should require tenants to park there.

No need for paid parking.

Public comment concluded.

Reza Ghasemi made a motion to **approve the proposed pilot program as written tentatively, subject to a 45-day public-comment period and a final vote at the November meeting.** Mark Evans seconded. Ray Weiss then suggested an amendment to the motion (a paragraph 1-g) so that the plan would only be adopted in those commercial areas where the owners opted in. Maker of motion declined to accept the amendment.

Motion carried 6-1-0

Parking enforcement – Mr. Ray Trippi from the City of San Diego discussed various new and old methods and equipment used in parking enforcement and paid on-street parking in San Diego. Various methods and experiences were described including current parking enforcement vehicles operating with chalking and newer methods utilizing GPS and AutoVu. Mr. Trippi informed the board that his department has 60 employees authorized but not all are yet hired. Employees make 40-70K a year. San Francisco has 340 employees in parking enforcement and Los Angeles 900.

RFP Draft – status- discussion – consideration - There was no time to discuss this item, the final item on the agenda.

An announcement was made that the La Jolla Christmas Parade would be on December in Downtown La Jolla. The Board agreed to move up the November meeting from November 21st to November 14 because of the proximity to the Thanksgiving holiday.

The meeting was adjourned at 11:05. The next scheduled meeting is at 9:00 AM on Wednesday, October 17.

Respectfully submitted,
Martin Mosier, Acting Secretary